

Dallas

SEPTEMBER • 1953

STATE FAIR OF TEXAS

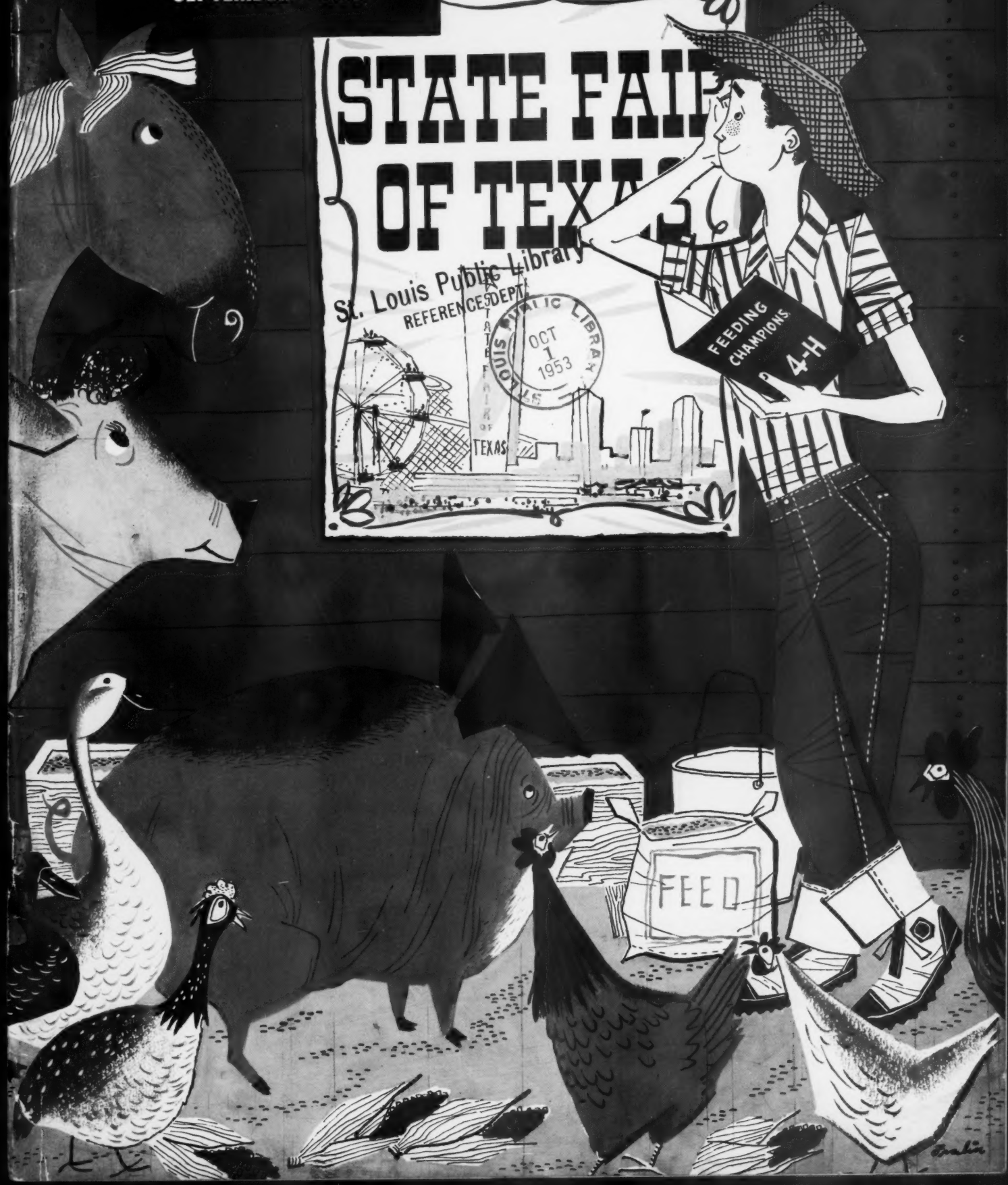
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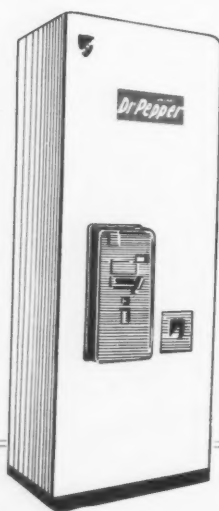
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ARE HAPPIER,
MORE
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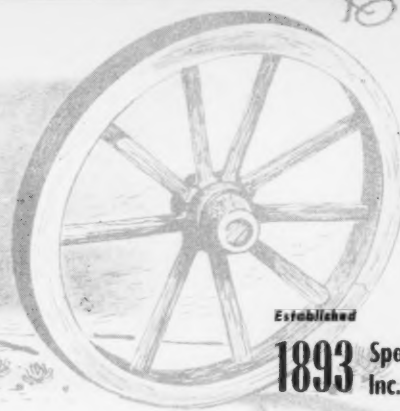


Pictured here is one of two trailer-loads of porcelain enamel neon signs manufactured by McAx headed for embarkation points to Alaska and Hawaii. Dies by McAx for making these signs weigh more than 36,000 lbs. This big job is further proof that McAx makes signs for firms large or small — nationally or locally — that know and appreciate quality.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Company

Wholesale

1875 First National Bank in Dallas

Banking

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1896 Briggs-Weaver Machinery Co.

Industrial Machinery
and Supplies

Established

1893 Sparkman-Brand, Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1893 Fleming & Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Ceere Plow Company

Agricultural Implements

1904 T. A. Manning & Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope Company

Manufacturers of Envelopes
and File Folders

1910 Moser Co. Realtors

Industrial and Commercial
Leases and Sales

1911 W. W. Overton & Co.

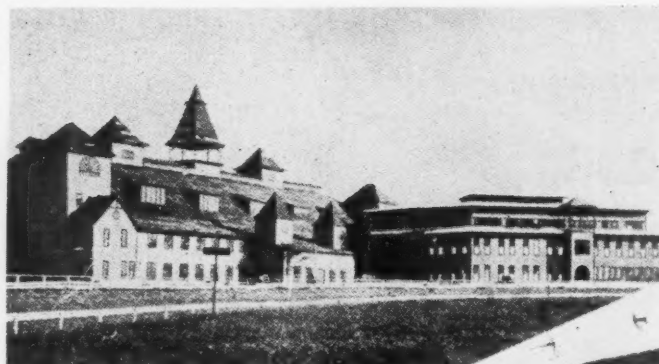
Food Brokers

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation
Insurance



FRAME construction and pagoda-like cupolas accented State Fair architecture back in the nineties, as shown in the above photograph.* This reflected a high-powered building program begun about 1886 to transform the State Fair grounds from a "hog wallow." Some 137 mule teams hauled gravel all that summer to fill in and build streets. A grandstand, race course and frame exhibit buildings were constructed. Ten years later, in 1896, one of Dallas' pioneer industrial supply firms, the Briggs-Weaver Machinery Company, began business serving primarily cotton oil mills. In the intervening years, fire has destroyed most of the early frame buildings that housed the fair and Texas has become one of the great industrial states. Briggs-Weaver has become one of the leading basic industrial supply sources of the Southwest for industrial machinery, industrial supplies, mill supplies, pumps, motors, tools and equipment for every industry. The Texas State Fair plant with an investment that runs into millions, is the largest annual exposition in the nation. Today the Briggs-Weaver Machinery Company occupies a comparatively new plant on Hines Boulevard at Amelia in one of Dallas' newest and most accessible industrial districts under the supervision of Ashley DeWitt, vice president and general manager.

*Picture from archives of Dallas Historical Society.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Dallas

HORACE AINSWORTH Editor
THOMAS J. McHALE Advertising Manager
DANA WARE Editorial Assistant
RITA GOODBERLET Advertising Assistant

Member, Society of Associated Industrial Editors; International Council of Industrial Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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COMING NEXT MONTH

October's DALLAS features one of Texas' greatest and most glamorous industries — oil. More especially, DALLAS' editorial staff will concentrate on the vital service role Dallas plays in getting oil to the world.

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DALLAS CHAMBER OF COMMERCE
1101 Commerce Street
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SERVICE THAT REALLY CONNECTS!

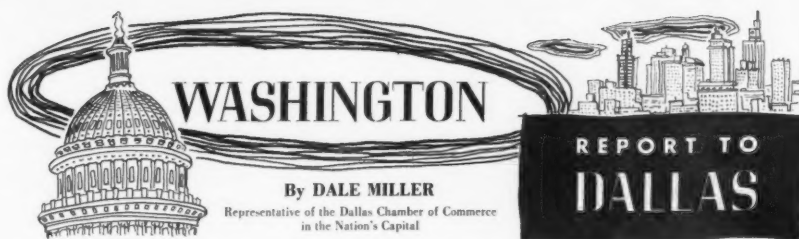
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in oil, cotton,
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and commercial
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78th year of dependable personal service





Potomac Fever

DURING the months when Congress is mercifully in adjournment, Washington is not unlike other American cities; it is less frenetic in its pace, and more normal in its responsiveness to the perpetual impact of current events. It has baked through a heat wave, and worried about a drouth in its hinterlands. It reacted with gratification to the signing of the Korean truce, and then with horror to the stories of the repatriated prisoners. And it learned to its agreeable surprise that it is possible after all for Senator McCarthy to be crowded out of the headlines, the current champion of controversy emerging, of course, as the celebrated author of the Kinsey report, though even he was compelled to share billing with the hydrogen bomb.



DALE MILLER

So the summer weeks have come and gone, with the Capital City differing externally from other cities only in the ubiquitous hordes of tourists moving ceaselessly among the memorials and through the parks, providing an endless panorama of contrast between change and permanence. Yet beneath its polished face which mirrors Americana, Washington is forever an organism afflicted with "Potomac fever," the diagnosis euphemistically made of its preoccupation with politics. Even in the slack seasons, when its star performers have taken their acts on the road to their home constituencies, the town is an incorrigible exhibitionist, raising and lowering the curtain on a multitude of little political dramas, many of which would be unworthy of notice if the main tent were in its tubthumping glory on Capitol Hill.

The "Hill" is that cluster of magnificence consisting loosely of the Capitol and the Senate and House office buildings, and it would be a rather ghostly place these

days if it weren't for the swarms of sightseers with their big eyes and small cameras, and even they congregate only in the Capitol and rarely penetrate the long corridors of the office buildings nearby. Occasionally an adventurous visitor will seek out his Congressman's office, where he is regarded with some surprise and then made welcome, often by a lonely secretary who burrows daily through a mountain of mail, giving the "earnest consideration" form response to some of the letters, making routine inquiries of government agencies to satisfy others, and passing on some of the knottier ones to the boss back home. But as often as not the visitor will find an enigmatic sign on his Congressman's door, "out to lunch, back in an hour," leaving him wondering whether the hour is just about up or just begun, and whether, perforce, to stick around or wander on.

In the sprawling bureaucracy around the town the business of government still goes on, in scores of buildings ranging from the "temporary" structures grown hoary with age (there is nothing so permanent in Washington as a temporary building) to the handsome edifices of the old and established departments, and even to the unbelievable Pentagon, where 35,000 people work, eat, shop, and sometimes get lost in a self-contained city under a single roof. It is vast and inexplicable, this huge entity of government, and you wonder how it forms any pattern of purpose or progress, and sometimes, of course, it doesn't.

Washington, of course, is also inhabited by a race of people known as Washingtonians; that is, creatures like merchants, cab drivers, doctors, school teachers, and so on, who bear certain resemblances to their counterparts in other American cities, and are said to lead reasonably normal lives. But they are swallowed up in a vast anonymity by an environment wholly apart from their own making, an environment created by the transcendent forces of tourism and politics, neither of

which has any permanent roots in an economy and society which they nevertheless dominate and control. So Washingtonians have long since become reconciled to an existence of parasitism, accustomed to living the paradox of a whole being less than its constituent parts.

The *modus vivendi* of Washington's political life, especially during the months when Congress is not in session, is determined largely by the enterprising press corps, the correspondents, commentators, columnists, publicists, and others, who develop and disseminate the news at all hours of the day and night. It is a hectic business, frequently more exacting when Congress is not in session than when it is, for a paucity of news is worse than a plethora of same, because deadlines must be met and quotas of words must still be filed, whether news is newsworthy or isn't. It is along this time of year when an obscure Congressman who returns to Washington to put the kids in school (a device happily employed to escape from the constituents back home) is received as a hero by the hungry press, who can make readable copy out of the most pedestrian statements when it has to.

But the symptoms of Potomac fever are most in evidence this time of year during the contemplative hours, when the press boys and other denizens of the political environment shut off the tickers and philosophize on current events over some particular brand of intellectual stimulation, though not all of them are the hardy types who, with stronger stomachs than inhibitions, start the day early at the Press Club bar with that "breakfast of champions," Virginia Gentleman and branch water. It is at such times when the imponderables of politics are thrown in perspective against the future, impaled before the eyes of the cognoscenti of political life, and shorn of superficiality by the leisurely cynicism of those who have seen it all come and go, and will again.

CONGRESSIONAL SCORECARD: For the statistical-minded, here is a box score on the first session of the Eighty-third Congress: The Senate was in session nearly 764 hours during 125 days, and the House nearly 507 hours during 117 days. Members introduced 10,695 bills and resolutions but enacted only 515, and 10 of those were vetoed. They received 23,542 nominations from the President and rejected none, though 31 were withdrawn and 91 left unconfirmed. And their oratory and "extensions of remarks" filled 17,165 pages of the Congressional Record.



Once upon a time

in Dallas there was a little fair that wanted to grow big. It wanted to be the biggest and best fair in the biggest state in the best country in the world. And it did.

The way this little fair grew up to be proudly called the State Fair of Texas is an enchanting story.

This story is all about big and little people, young and old, who wanted one place to go in Texas where they could be happy and gay. And at this place they wanted to have a good time while they gazed at all the developments of science and farming and stock raising and homemaking and culture.

Many years ago, back in 1886, there were 80 acres

which, it was decided, would make a good place for a fair. Some people called these acres a "hog wallow." It is true that it took 137 mule teams all summer to fill it in with gravel. Streets were built and shrubs were planted and frame buildings were built.

The fair grew bigger and better and more beautiful than any fair in the nation.

So, the two and a half million people who are expected to come to see the State Fair of Texas October 10-25 will find a gala extravaganza that, as Texans have come to expect, breaks even its own records each year for greatness.

The little fair that grew to be big got that way because it was *never* lonely. It was *never* lonely because it always tried to make other people happy. During its 68 years of making people happy it had maybe 41 mil-

lion visits. And each of the past 15 fairs, since 1931, has exceeded the attendance figures of the previous year.

Lots of people go to the fair. Some of them go several times to the 16-day festival of fun each year. All these visits by all these people made a great big attendance figure last year, 2,387,140.

The 1953 fair's program promises so much fun that even more people than ever before will want to go to see it and if this happens and the two-and-a-half million people make the turnstiles go round this October it'll be wonderful but *not* unusual.

The fair is busting out all over 187 acres now. Valued at more than \$35 million, the fair has probably the most magnificent buildings and grounds of any in the world.

The little fair that grew bigger and better is just like a person. When somebody praises the fair, the next year the exposition tries harder and harder.

And the big boss of the fair, President R. L. Thornton, then insists more than ever, "Have something for everyone."

Then the 48 guardians, the directors, and the vice president and general manager, James H. Stewart, chant "This one has to be the best yet." And it always is.

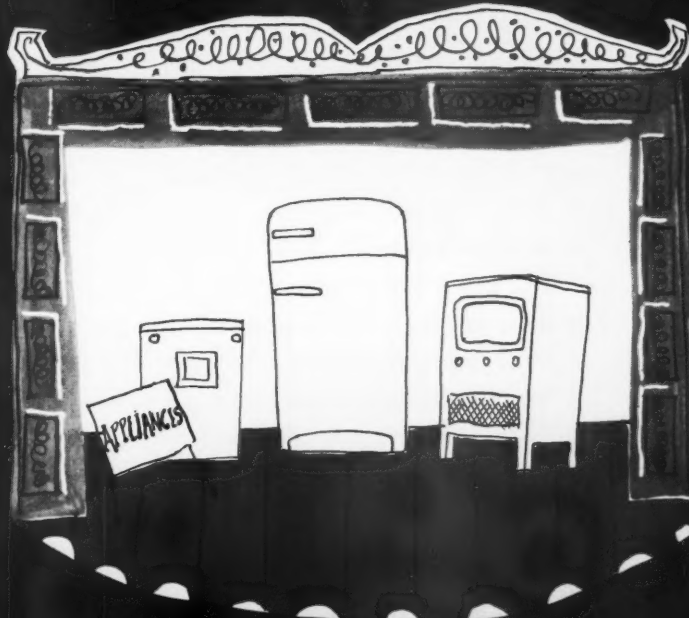
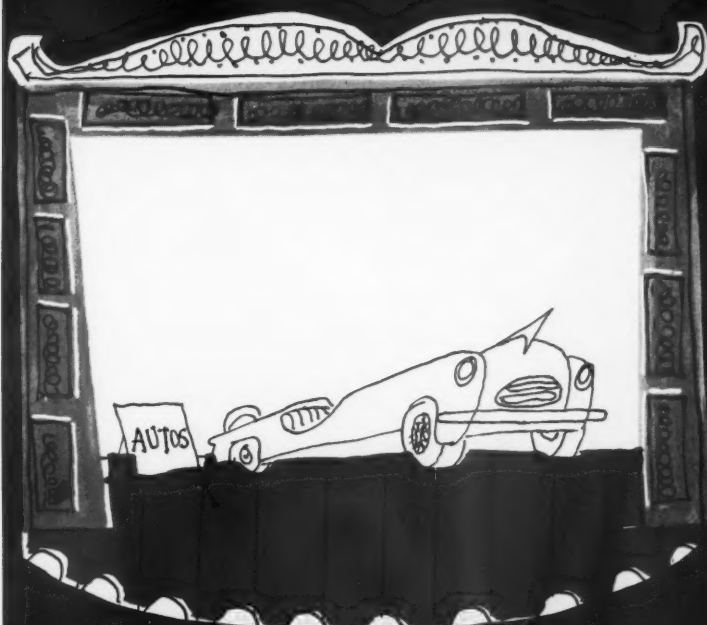
This means that in 1953 the 10,000 free exhibits, the livestock shows and the entertainment in places like the Midway and the Auditorium, must have appeal for every child or adult.

A towering 52-foot cowboy figure dubbed "Tex" might well be called the personification of the fair. He will stand tall as a four-story building again this, his second, year at the crossroads of the fabulous show grounds. If he decides to talk this year, he'll be bragging about a part of Texas that *not* even a Yankee dares challenge, the nation's biggest fair.

Over 250 models of all popular makes of cars on the market will be displayed in a big automobile show in the Automobile Building. In a tent next door will be a nostalgic collection of antique autos, including the winners for 1953.

And a man whom automobiles made famous and fabulous, L. L. (Tex) Colbert, president of Chrysler Corporation, will be handed the fair's second annual "Texan of Distinction" award. He grew up in Leon County.

The spectacular 3-D Agriculturama will show





people what Texas farmers and ranchers produce and will illustrate the "Water For Texas" theme.

Boys and girls and men and women will show off at the fair the finest poultry and stock to be found in all of Texas.

All the mothers and daughters in Texas will want to see the hundreds of different types of household appliances at the Electric Show. Pages from McCall's Magazine will come to life for them as real, modern kitchens in the Natural Gas Show. A completely furnished house, designed for Texas living will nestle among thousands of displays in the huge General Exhibits Building. Exhibitors will spend stacks of hundred dollar bills to show "everything that's new" to fair visitors. And this is only a small part of the fun.

Those big, red tractors and the strong bulldozers that fascinate boys of all ages, from farm or city, will be but a part of the farm implement exhibits.

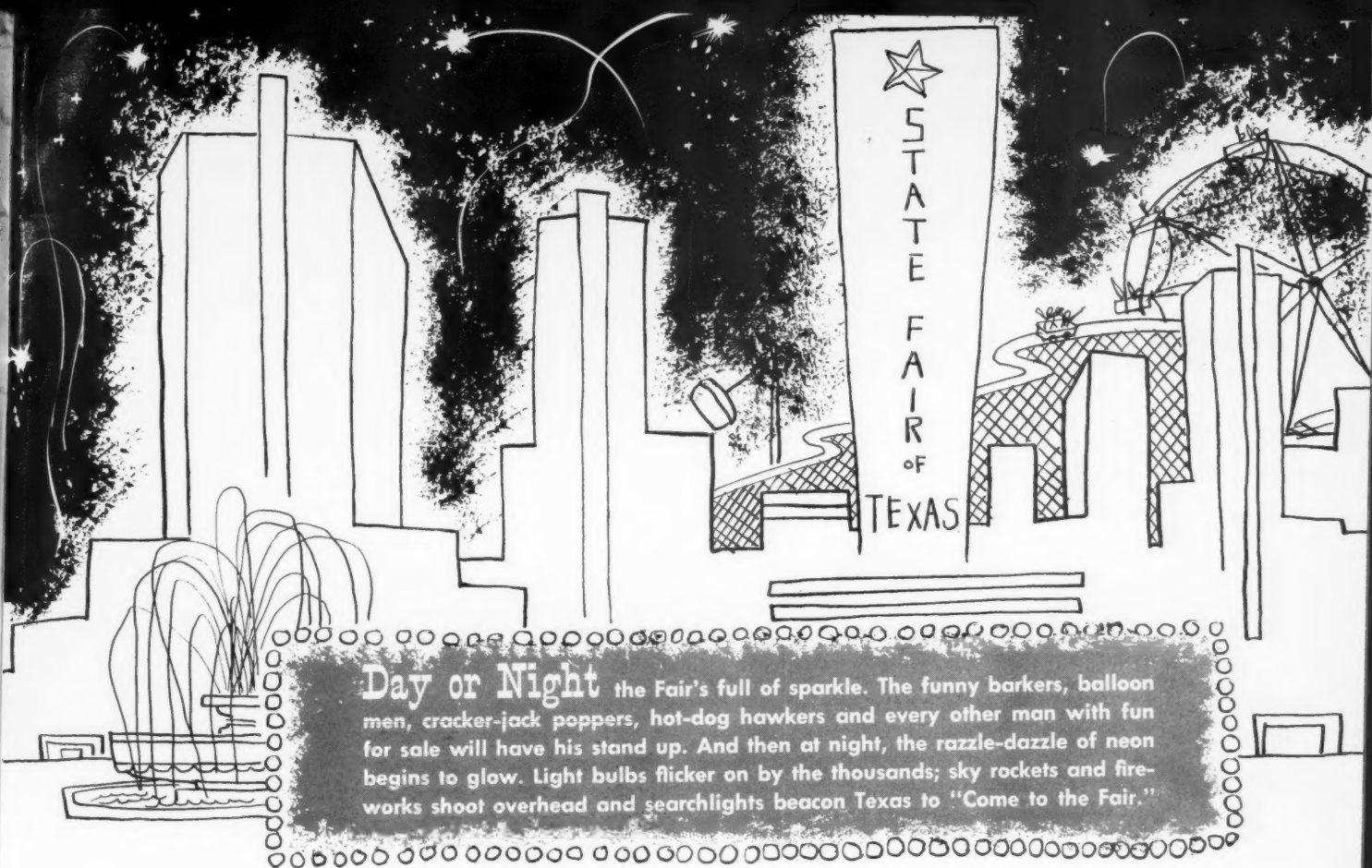
Other free exhibits will include an amazing chemical engineering science show, the Chance Vought exhibit, the Kiltie Band, the electronic telephone show, Elsie

the Cow, her husband, Elmer, and their baby, Beauregard, as well as the Borden train, Elsie's first venture into railroading.

Fashion shows twice daily of made-in-Texas brands, free exhibitions of magic, handicrafts shows, unusual contests and flower shows are just a few of the many things to see from the Women's Department. Jewels like the President's wife wore the day she became this country's first lady will be flashing in a glass case in the Women's Building. There will be contests on how to freeze foods and baking contests for mothers and one for the kids. Women will race to see who can crochet fastest or trim hats best.

It wouldn't do for anyone to come to the fair and miss the excellent exhibits in the magnificent museums.

In the Museum of Fine Arts will be paintings and sculpture, trends in modern architecture, furniture and interior decoration. There will be the annual State Fair of Texas Art Exhibition with a \$2,875 prize list. And there will be good camera work to see at the Texas Press Photographers Show. And there you can take a "Trip To The Moon."



Day or Night the Fair's full of sparkle. The funny barkers, balloon men, cracker-jack poppers, hot-dog hawkers and every other man with fun for sale will have his stand up. And then at night, the razzle-dazzle of neon begins to glow. Light bulbs flicker on by the thousands; sky rockets and fireworks shoot overhead and searchlights beacon Texas to "Come to the Fair."

One of the nation's finest, The Health Museum at the fair, will have a "talking," "transparent" man, a story of the fight against disease and a feature, "Birth of a baby."

The Aquarium, fourth largest in the nation, will have over 4,000 fish and amphibians of 225 species. A new exhibit will show the egg cycle of the salmon.

The history of Texas, the story of a wilderness that became a mighty empire and of the people who made it great, will overwhelm the visitors to the great Hall of State.

The Museum of Natural History has animals in such naturalistic settings that visitors forget the buffalo, the deer and the wolves are stuffed.

The fair is a place of fun and thrills. This year there will be Merman (Ethel) and the Midway (million-dollar), the motor maniacs (Thrillcade) and cool splendor (Ice Cycles of 1954).

The special events make the fair different and better each year. In 1953 one of the biggest special events will be the Gordon MacRae Show on East Texas Day, October 20, in the Cotton Bowl. Movie Star Singer

MacRae, the famous Apache Belles and a gala fireworks show will all be free to see.

More than 4,000 marching, playing and singing musicians will climax a day of continuous concerts October 13 in a big Music Festival exhibition in the Cotton Bowl at 8 p.m. The show, and fireworks, will be free.

Some 2,500 editors, publishers, radio and TV executives and families are expected for the traditional gathering on Press-Radio-TV Day October 10.

And the world's largest picnic will be held at the fair October 17, Rural Youth Day.

Each Saturday night favorite stars of western folk music from WFAA-TV will put on the Saturday Nite Shindig in the Bandshell.

Other big days will include: October 12, Mexico Day; October 14, Dallas Day; October 15, Shrine Day; October 16, Elementary School Day; October 19, Negro Achievement Day; October 20, Garden Club Day; October 23, High School Day; October 24, Fort Worth Day and Baton-Twirling Contest, and October 25, Religious Festival.

Barnyard Beauties Compete For Blue Ribbons Galore

THE leaves will be turning yellow and October will be here and even the animals will know that the "fair is in the air."

From farms and ranches all over the biggest state in the nation the barnyard beauties will come to the biggest and best fair in the land.

The cows and bulls and the soft-eyed little calves will be here. The fat little pigs and the sheep with curly wool coats and the hens and the roosters will all come to Dallas.

Down from the big red tractor will come the farmer and the farmer's wife will tuck away her apron and head for the fair.

But most important of all will come the children.

You can hear the music of the carousel and you can see the big Ferris wheels churning the air like windmills.

There will be big prizes galore for all the champions. Premiums for the Pan-American Livestock Exposition, Junior Livestock Show and Poultry Show will total \$82,238.

And there will be a great parade like nothing the people or the animals have ever seen before at the fair. This will be the spectacular Parade of Champions of all breeds in the 3,200-seat Livestock Pavilion October 15.

This will be a year when the animals will bask in the light of an international show, the first Pan-American Exposition, October 10-21.

Twenty-eight breeds of beef and dairy cattle will compete for prizes.

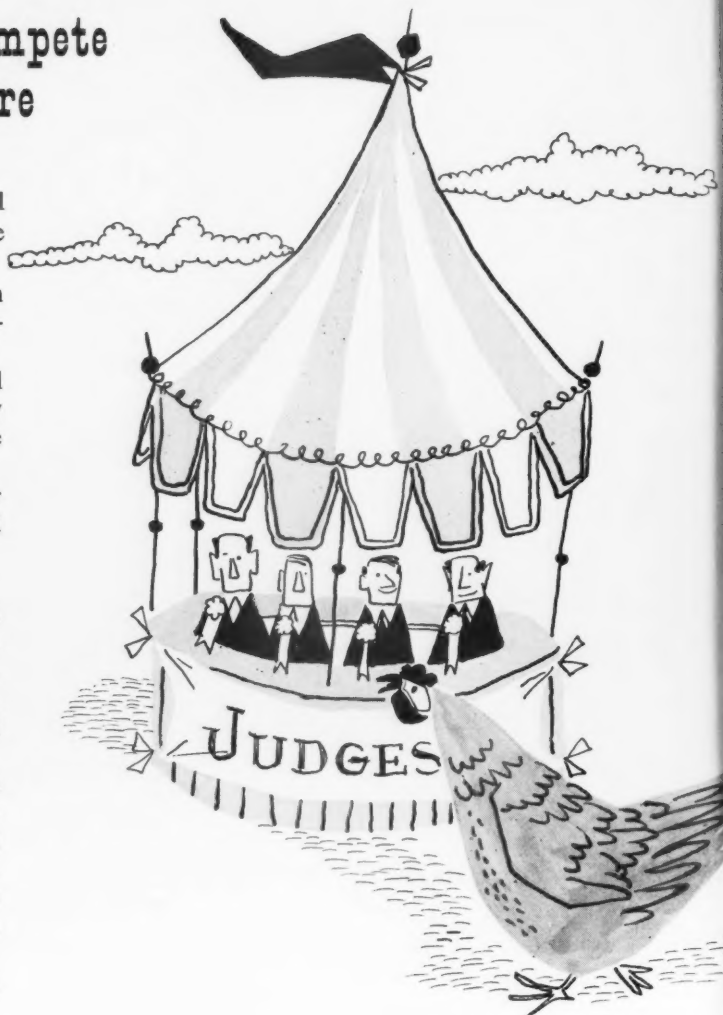
These will include the red Herefords with the white faces, the big Brahmans with the humps on their backs and wide spreading horns. Beautiful Shorthorns, ranging anywhere from pure white to red or spotted, and the chunky black Aberdeen-Angus will be there.

Cheery red and heavy bodied, those magnificent Santa Gertrudis cattle from the sprawling King Ranch in South Texas will compete for the first time at any major show.

Dairy cattle will include the big-framed, black and white spotted Holstein-Friesian, the reddish Milking Shorthorns which are raised for both milk and meat, and the small, deer-like Jersey of fawn-to-sable coat.

The Guernseys will be there, too. And some of the people will have to look at the eyes of some of the Guernseys to tell them apart from the Jerseys. (The pupils of the Guernseys are circled with white and the Jerseys with black.)

All the animals will be scrubbed and brushed and looking their very best. Their faces will be shining. And the judges will look them over very carefully and mostly the animals will be graded on their value to man.



The boys and girls who enter their livestock in the Junior Livestock Show are like proud parents awaiting the final word at a Beautiful Baby Contest.

Sheep will be nibbling at the clover and the cows will be chewing their cud but their youthful owners will likely be too excited to eat the day of the judging.

This junior livestock event is important in Texas because it is the Future Farmers and the Future Homemakers and the 4-H Clubbers of the state who will fill the bread-basket of Texas in the future.

The dairy, steer, commercial steer, and sheep shows for juniors will follow the Pan-American during the final week of the fair, October 17-24.

Horses called Palominos with coats like newly minted coins and tossing silver manes and tails will be here. And the agile, alert horse of the range, the Quarter horse, will be here.

Billy Whiskers and all his goat relatives who are bidding for prizes will be here and there will be sheep with curly horns and sheep with thick wool and sheep raised for their juicy mutton.



There will be judging each day of the fair in either the Pan-American Livestock Exposition or the Junior Livestock Show.

The judging schedule: October 10, Quarter horses, Junior market turkeys; October 11, Quarter horses; October 12, sheep, Brahman and Santa Gertrudis cattle; October 13, sheep, Hereford and Holstein cattle; October 14, sheep, Quarter horses, Aberdeen-Angus and Guernsey cattle; October 15, Angora goats, Quarter horses, chickens, Jersey and Shorthorn cattle, Parade of champions; October 16, breeding turkeys, Quarter horses, cutting horse contest; October 17, Quarter horses, cutting horse contest, cowboy range mount classes; October 18, Quarter horses, cutting horse finals; October 19, Junior Dairy Show (Holsteins, Guernseys, Jerseys); October 20, Milking Shorthorn cattle, Junior Milking Shorthorns; October 21, Junior Sheep Show, Junior market broilers; October 22, Junior steers and commercial steers; October 23, Palomino horses, Shetland ponies; October 24 and 25, Palominos and Shetlands.

DALLAS • SEPTEMBER, 1952

The poultry show this year will show the need for increased egg production in Texas to at least supply the demand for consumers within the state.

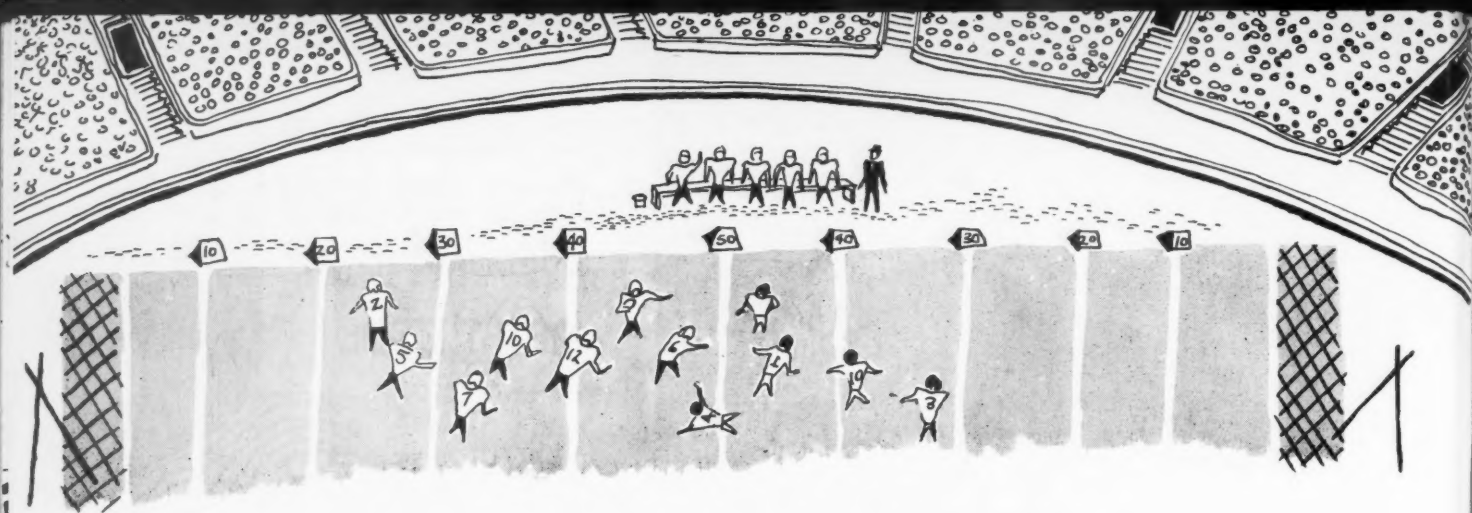
The fair will play host October 17 on Rural Youth Day to the world's largest gathering of ranch boys and girls, some 85,000, at the world's biggest picnic. Honor awards will be made at a banquet.

Wealth of Texas from her native earth will be displayed for all to see in the "Agriculturama," a spectacular three-D type presentation of Texas agriculture in all its aspects, open at 9 a.m. every day in the Agriculture Building.

More than 50 different agricultural products will be displayed in profusion, everything from Angora fleere to cotton and flax to sugar cane.

Twelve individual stages will be set with scene typical of agriculture in each of Texas A. & M. Extension Service Districts.

It will be a great time at the State Fair of Texas when the leaves turn yellow and the finest of the state's agricultural products are here and even the animals can tell that "the fair's in the air."



Football Fever

By Thad Ricks

FOOTBALL fever makes a lot of people run a temperature, especially in the fall. It makes them turn all different colors. Some of them turn orange and this means they have picked up the virus in Austin. Others turn scarlet and this means they have become infected in Norman, Oklahoma. Every year during the State Fair they all get together and take their medicine out of a big bowl. This makes a lot of them scream and holler, but it usually cures them. Others turn into what football coaches call "wolves."

This all happens in a place that has seats for more people than any other structure in Texas. It is called the Cotton Bowl Stadium and 75,504 people can sit there and watch football. It will be completely filled for about two and a half hours on Saturday afternoon, October 10, the opening day of the 1953 State Fair. The best football game in the country on that particular day will start at 2 p.m.

It will, of course, be the annual battle between the orange-clad legions of the University of Texas and the scarlet-jerseyed warriors of the University of Oklahoma. The big game has been a feature of the State Fair since the modern series of games between the two universities began in 1929.

The game will be seen by more people than have ever before seen a Texas-Oklahoma game, even counting the 1950 game when the stadium attendance record of 75,959 was set with extra benches placed on the gridiron behind the goal posts. This is because there will be millions of people all over the country watching the tussle over television. The game has been selected by a major network to be telecast on a coast-to-coast hookup as the "game of the day" for that Saturday.

Texas again is picked as top contender for the Southwest Conference crown. The Longhorns show strength with All-America candidates Carlton Massey, a truly great end, and speedy Billy Quinn, an All-Conference halfback last year.

The big game is expected to help the fair break the opening day attendance record, of 222,210 in 1948. It'll certainly be a big weekend for Dallas because the new head coach out at Southern Methodist University, Chalmer (Woody) Woodard, will be making his hometown debut on the Friday night before the fair opens when his Mustangs go against the University of Missouri Tigers. S.M.U. boosters are out to fill the Cotton Bowl for that game too, as a welcoming salute to Woody.

S.M.U. will play Rice on the second Saturday of the fair, October 17, in a night game. This will be an important Southwest Conference game that may have decisive bearing on the conference race. Rice is right in there with Texas as a championship contender and has been picked on top by some observers. S.M.U. is loaded with talent that may really explode into top form when their new coach pulls the trigger.

The National University of Mexico will play Midwestern University of Wichita Falls Monday night, October 12. This will be Mexico Day at the fair. The team from Mexico City played Austin College at the fair last year and won 20 to 7.

On Negro Achievement Day, Monday, October 19, there are two football games. Lincoln High School will play Pine Bluff, Ark., High School in the afternoon. Wiley College will meet Prairie View A. & M. College at night in a game that has been a fair feature for more than 25 years.

High school teams will play on three nights. Forest vs. Crozier Tech, Thursday, October 22. Adamson vs. South Oak Cliff, Friday, October 23. This is High School Day at the fair. Sunset vs. North Dallas, Saturday, October 24. All of these games may be preceded by games between junior high elevens.

Football fever runs rampant at the fair. But the fair has the cure. It is a little leather pill, taken with or without soda pop and hot dogs.

Our 33-Year Dependability Test



*Experts
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It takes years and years of experience to learn all the ins and outs of buying steel. And the experts who have acquired the necessary experience have learned to rely on Markle for the fulfillment of their needs.

Because Markle also has years and years of experience—33 to be exact—in predicting the needs of the great Southwest.


Experts depend on an *experienced* firm with a good reputation of long standing. That's Markle.

Steel Headquarters For the Southwest

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There'll Be Fun for All

A QUEEN will reign over the fun at the fair this year.

She is the Queen of Merriment or as she is called on Broadway, the Queen of Musical Comedy, Ethel Merman.

Matchless Miss Merman will laugh, sing and spread gaiety all over the big, air-conditioned Auditorium. She makes more money than any other Broadway performer and one of the reasons is that she is one of the easiest to hear and understand of all the good singers in the world.

George Murphy of Hollywood will be the master of ceremonies for the 24 performances of the Ethel Merman Show. He will also dance and sing. The show will also have Russell Nye, The Harmonica Rascals and a line of 20 beautiful dancing girls. Russell Nye is the funny young fellow with the crew haircut and big horn-rimmed spectacles who sang with Miss Merman in the Broadway Show, "Call Me Madam."

Dad, Grandpa and Uncle Bob may be the ones who will most enjoy the dancers but Mother and the kids, in fact the whole family, will like The Ethel Merman Show including the extra attraction, those three mad men, The Wier Brothers. The weird Wieres complete the extravaganza.

When the fair is in the air, the whole 187-acre showplace becomes as bright and gay as the Milky Way.

And if you looked and looked, *nowhere* else in the world in one single spot could you find so many kinds of entertainment going on all at once.

If you *weren't* from Texas and had *never* seen the little fair that had grown so big, you *wouldn't* believe that so much of the very best in amusements could be provided at one fair.

Not only will there be the best of Broadway but the most glamorous of Ice Cycles, the maddest motor maniacs with rib-rattling stunts, the barrel of fun they rolled over from Britain and called the Rotor, the free aerial acts, the new and lovely Dancing Waters.

And while all of this is happening the two giant Ferris wheels will be turning and people will be clutching the bars on their roller coaster cars while their spines tingle with thrills.

The Ferris wheels and the roller coaster are only three of the world of whirls on a Mile of Marvels.

For young and old, the Million-Dollar Midway is a wonderful world in itself, a world where Fun is King.

The music and the laughter and the

squeals will echo over the whole fairgrounds and seep into the hearts of all the visitors. All the young and the young-in-heart will see a smile stretch across the face of their world on the magical Midway.

'Round and 'round will go the charming old carousel. Painted stallions leap and whirl and carry laughing riders on a gay journey to *nowhere*. The music will go up and down with the horses and the happy children who ride them.

It is easy to see why they call it a merry-go-round.

Little folks will find a whole acre of rides scaled down to their size in Kiddie Town.

Two novelties from across the sea will give an international flavor to the big Midway. The rollicking Rotor is from Britain and the "Dancing Waters," a kaleidoscopic aquatic ballet, comes from Germany.

It takes nerve to "ride" the Rotor and only the brave are so daring. Thousands of others have fun watching those who do.

Add to all this the world's most daring aerialists in twice-daily performances in the free Magnolia Sky Revue.

There will be a sensational skating spectacle, Ice Cycles of 1954, in the Ice Arena. All the beauty and whimsy of the Broadway hit "Brigadoon" will come to life on ice as the feature of the show. Twenty sparkling acts and 10 big production numbers will also be included.

Those daredevil drivers, the comedians of the cars in the Aut Swenson Thrillcade, will go through demonstrations of crazy crashes, jiving jalopies and dangerous driving.

Special events will be free. These will include Movie Singer Gordon MacRae and the Apache Belles in a fabulous show with fireworks in the Cotton Bowl October 20.

The best in western folk music will be heard in the Bandshell from 8 p.m. to midnight each Saturday on the Saturday Nite Shindig with performers from WFAA and WFAA-TV.

Free fireworks will be presented in the Cotton Bowl on five nights. The Kiltie Band will be back with the strangest music this side of Scotland.

And the magnificent Music Festival, a whole day of continuous concerts by the state's best high school bands, orchestras and choruses, will be climaxed in the Cotton Bowl in a big show at 8 p.m. It will be free.



98 C-54's
reconditioned
for the cost of 79

Here's what happens when the Air Force and a cost-conscious manufacturer get together: TEMCO currently is cycle-reconditioning 98 C-54 aircraft for the estimated cost of 79 . . . demonstrating how cooperation between industry and the services can save the taxpayers' money.



DALLAS, TEXAS

Plants at: DALLAS - GARLAND, TEXAS - GREENVILLE, TEXAS



THE PRESIDENT of Capital Airlines, James "Slim" Carmichael, center, assured Dallas citizens that his company wants a share of Dallas' air traffic. Mayor R. L. Thornton, right, and Stanley Marcus, left, chairman of the Chamber of Commerce Aviation Committee, agreed that competition is what Dallas needs.

Airline President Bids For New Dallas Routes

By Horace Ainsworth

DALLAS is accustomed to prominent visitors. As the cross-roads city of the Dallas Southwest, it learned years ago how to roll out the red carpet and enjoy entertaining famous visitors.

But this month a top-flight Dallas visitor turned the tables on Dallas. In place of just accepting the city's hospitality and allowing his host to treat him royally, he did everything possible to show the city

of his interest in it.

James H. Carmichael, president of Capital Airlines, fifth largest scheduled air carrier, compared his trip to Dallas to "a suitor courting a beauty queen".

He said his airline wants Dallas' friendship and, more than that, wants to be able to serve Dallas as an important terminal point on its 6,000 miles of air routes.

"The Dallas Market is worth fighting for—and Capital Airlines is going to fight like hell for the right to serve it," he reiterated in his visits with Dallas leaders.

Mr. Carmichael paid personal visits to

HEAD TABLE PRINCIPALS at the Rotary Club luncheon addressed by Mr. Carmichael included Trammell Crow, left, who escorted him on a tour of the city and introduced him at the meeting; Deryl Hull, Rotary president, Mr. Carmichael and Robert J. Smith, president of Pioneer Airlines.



DALLAS BUSINESSMEN got a first-hand introduction to Capital Airlines from its president. Left to right are J. Woodall Rodgers, former Dallas mayor and attorney; Oscar C. Bruce, senior vice president of the Republic National Bank, and F. O. Detweiler, general manager of Chance Vought Aircraft.





CHAMBER PRESIDENT Ben H. Wooten, right, and George Coker, aviation director for the City of Dallas, checked over Capital Airlines' route structure in regard to improved Dallas air service.



HAYES DEVER, left, secretary of Capital Airlines, Inc., and its director of public relations, who accompanied Mr. Carmichael to Dallas, visited with W. W. Overton, Jr., vice chairman of the Chamber's aviation committee.

city officials, Chamber of Commerce officers and other Dallas business leaders. He talked to bankers and financial leaders.

He visited Dallas newspaper publishers, editors and reporters in order to get his story across to every Dallas citizen. From informal discussions at small luncheon meetings to a formal address to a capacity crowd in the Baker Hotel banquet room, Mr. Carmichael went up and down Dallas streets to prove his sincere interest in fighting for the right to provide additional air service between Dallas and the East.

Then the airline president got down to finer details with aviation experts of the Dallas Chamber of Commerce and the City of Dallas. Conferences with Andrew W. DeShong, manager of the Chamber's Aviation Department, went into every phase of the Chamber's comprehensive Buckley Report, an independent survey of Dallas' aviation needs.

From George Coker, aviation director for the City of Dallas, Mr. Carmichael got a first-hand report on the city's plans for expanding Love Field to one of the nation's finest airports.

Mr. Carmichael said the purpose of his visit was twofold: first, to introduce Capital Airlines to Dallas citizens; second, to impress upon Dallas citizens that the time has come for the Civil Aeronautics Board to take action to permit competitive air service between Dallas and the East. Capital has had an application pending for more than five years to be allowed to extend its routes into Dallas. The C.A.B. has never taken any action on it.

Next to New York-Chicago, he rated routes between the East and the Dallas-Houston areas as the most important in

the nation. Dallas deserves to have a choice of carriers on the important routes to the East, he emphasized. "Air transportation has shown its greatest advances under competition," Mr. Carmichael said.

"Monopoly means satisfaction; satisfaction means stagnation. Sound competition will solve service deficiency problems immediately. Competition is an American privilege that should be enjoyed by all."

Capital Airlines has had an application to serve Dallas on file with the Civil Aeronautics Board since August 16, 1948—more than five years.

Mr. Carmichael explained that Civil Aeronautics Board proceedings require time and he urged Dallas citizens not to lose patience at necessary delays. "Capital Airlines does not intend to be discouraged. We believe that the right to serve Dallas is worth fighting for and we intend to prosecute this case vigorously," he stated.

Referring to other airlines who had filed applications for Dallas-Eastern service, the Capital president said, "I believe

the Civil Aeronautics Board will decide the case on an area basis. They will take Houston, Dallas, Tulsa and Oklahoma City and consider the whole area's need for routes to Pittsburgh, Washington and New York.

"The people of Dallas should keep after the Civil Aeronautics Board until they hear the case.

"Your Chamber of Commerce is to be congratulated for the forward looking approach they have taken in aviation. Your people in Dallas have a great knowledge of what is needed, both airport wise and route wise," Mr. Carmichael told the Dallas Rotary Club at the Baker Hotel.

He emphasized that the selection of an airport site was an independent choice of the city it serves. "It is not the business of a government agency or any airline to determine where a city should locate its airport," he stressed.

"The airlines have an interest only in regard to the safety and to the availability of the airport facilities.

"You have demonstrated your belief in states' rights. There is also such a thing as communities' rights — and it is certainly the community's right to locate its airport to serve the wishes and convenience of its citizens. Then it becomes an obligation for the air carriers authorized to serve the community to provide convenient and adequate service at the community's airport.

"Your planned additions and improvements will make Love Field one of the outstanding airports in the country. It is ideally located close to the downtown section — and people are not expecting too much in wanting convenience in location," he said.

THE CHAMBER'S AVIATION committee honored Mr. Carmichael with an informal luncheon.

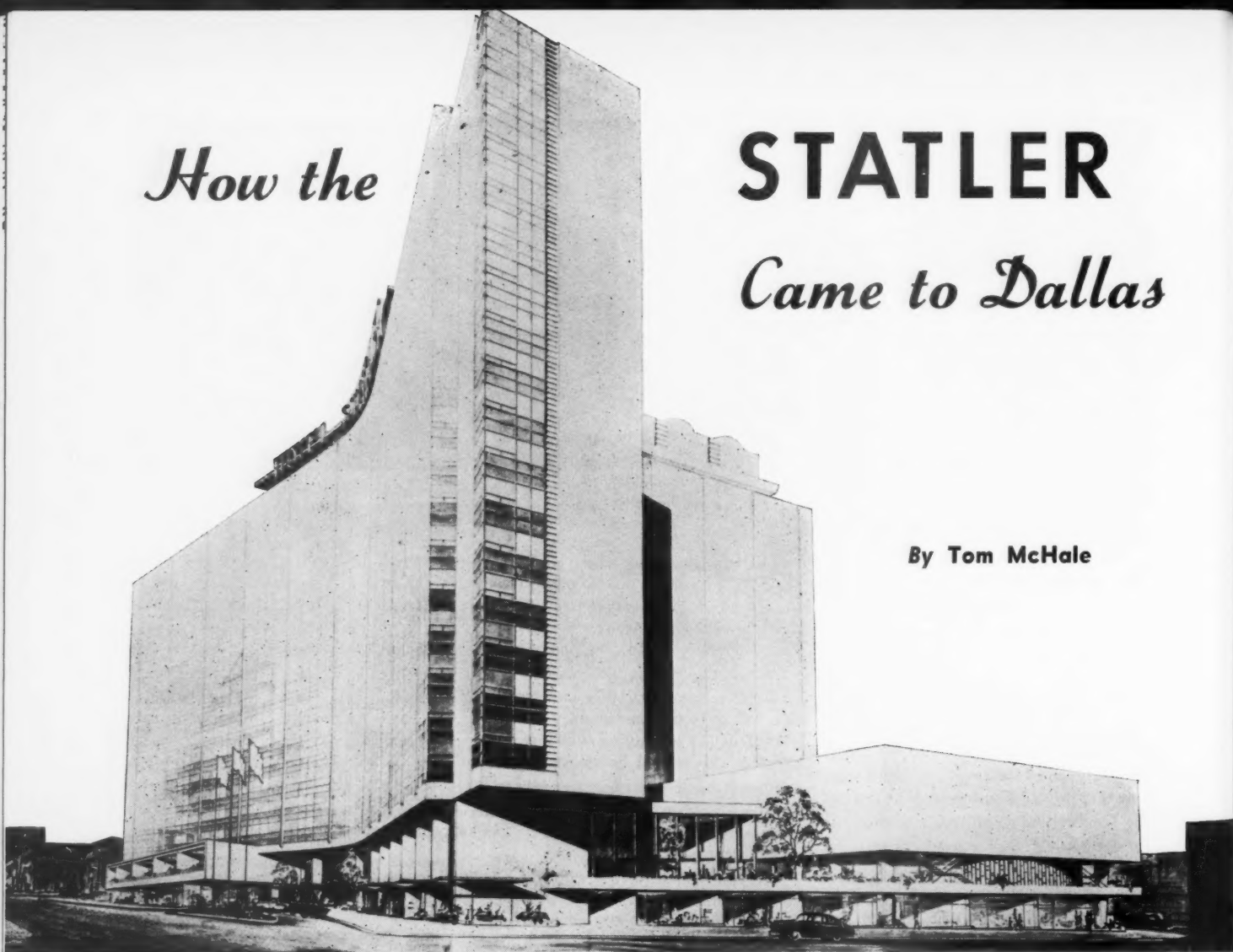


How the

STATLER

Came to Dallas

By Tom McHale



THE HANDSOME DALLAS STATLER will give the Southwest its most modern luxury hotel when completed in 1955.

THE Dallas Statler will be one of the largest and finest hotels in the Southwest. It will occupy a 50,000 square foot plot fronting on Commerce Street in the heart of downtown Dallas. It will extend south on St. Paul to Jackson and will occupy the entire block bounded by Harwood, St. Paul, Jackson and Commerce except the space occupied by the Dallas Public Library.

Convention and ballroom facilities of the Dallas Statler will be among the largest in the nation. The main ballroom will accommodate 1,764 persons at a meeting and another ballroom can be used in conjunction to bring the total seating capacity to 2,000 persons. The functional floor of the new hotel is designed to take care of 3,029 persons at the same time.

The Commerce Street entrance is designed to provide ample parking and double parking for arriving and departing guests. The lobby and lounge area will be spacious. All guest rooms will be large, cheerful and comfortable. There will be ample exhibit space and a special elevator to permit automobiles and heavy equipment to be brought direct to the grand ball room. The Dallas Statler will be one of the finest convention hotels in America.

Architect William B. Tabler of the Statler organization has provided for the walls to be of glass, aluminum and porcelainized metal. The building will be constructed in the form of a "T". All guest rooms will have outside exposure, be air-conditioned and have television-radio reception.

The top, or eighteenth floor will be devoted to luxury suites. The Statler will be the only hotel in Dallas with a fireplace in the lounge. A large "supper club" or dining room will have a dance floor which can be raised two feet and lowered one foot. The Commerce or lobby floor will be one level above the Jackson Street level and will be considered the first floor. There will also be an entrance on Jackson Street. Most of the Jackson level will be devoted to storerooms, loading docks, general offices of the hotel, utility rooms, public rest rooms, a barbershop and five rental spaces which will also have entrances on St. Paul.

Robert E. McKee, Inc., who has just completed the new Hotel Statler in Los Angeles, has been awarded the general contract for the 1,001-room \$15,000,000 hotel. Completion is scheduled for early in 1955.

A NEW ERA looms ahead for Dallas as a convention city as excavation crews prepare to move in, early in October, on the site of Dallas' \$15,000,000 Hotel Statler. The 1,001-room Dallas Statler, when completed, will put Dallas in the big league of the nation's convention cities.

This modern luxury hotel will bring Dallas' hotel facilities in line with its other phenomenal post-war growth. The hotel itself will add another million-dollar annual payroll to Dallas — and it is conservatively estimated this will result in the additional expenditure of at least \$4,000,000 to \$5,000,000 annually in Dallas.

The go-ahead of Dallas Statler construction also hastens the successful conclusion of one of the most important post-war projects of the Dallas Chamber of Commerce.

The story behind the building of the Dallas Statler goes back over a period of several years and provides another fine example of organized leadership — getting things done through the machinery of the Dallas Chamber of Commerce. This was no simple project. It involved careful investigation and planning, community action and financing. The results again show that Dallas' greatest asset is the organized ability and drive of its business leaders.

The continuity of this project from the



STATLER PRESIDENT Arthur F. Douglas, left, came to Dallas to address the annual meeting of the Dallas Chamber of Commerce in 1951, after the Chamber had made financing of the multi-million dollar hotel possible through the Cosmopolitan Hotel Company. Fred F. Florence, center, was president of the Cosmopolitan Hotel Company, and John W. Carpenter, right, was president of the Dallas Chamber of Commerce.

administration of one Chamber of Commerce president to another, the step-by-step advance from informal talks, individual contacts and crystallized action to success, prove again the value of recog-

nized civic machinery. No man has stepped forward to claim credit for this achievement. It represents a composite of the best business brains in Dallas, submerging themselves and working together for a vital project.

This project involved many potential pitfalls. Obviously Dallas needed a new hotel — but who was going to finance it, who was going to build it and who was going to operate it? Because of certain Texas state laws that cut off important sources of hotel revenue, major hotel capital was not being attracted to the larger cities of Texas. Potential investors who might put their money into another hotel for Dallas had to be protected. Careful planning and research in the early days of this project and astute action by Dallas business leaders resulted not only in a fine hotel for Dallas, but it also brings in one of the nation's leading hotel organizations, the Statler chain, to assure top level operation and international business contacts.

The sale of \$1,500,000 in debentures in Dallas to assure the building of this hotel also reflects the over-all confidence of the business community in the judgment of its top leaders and provides another example of the value of chamber of commerce machinery in handling the mechanics of this drive.

The background of Dallas' need for

DALLAS REALTOR Joe Fisher, standing, discussed preliminary phases of the Statler's development with Ben H. Woolen, president of Dallas Chamber of Commerce, and DeWitt T. Ray, a Chamber director.





COMMITTEE			DIVISION C			SUMMARY	
Chairman			Chairman				
No.	Amt.		No.	Amt.		No.	
1	8000	7	5	7000		9	Division A
2	8000	7	4	12,000		5	Division B
3				8,000		16	Division C
4				00		1	Executive Committee
5						31	Total Today
6						144	Total To Date
7						175	Total

5 DALLAS

TWO OF THE SIX CAMPAIGN co-chairmen for financing the Statler were George L. MacGregor, left, and Stanley Marcus. Others included Mr. Carpenter, Mr. Florence, Mr. Thornton and Mr. Wooten.

greater metropolitan hotel facilities forms the first chapter of the story. The spectacular rise of Dallas as a center of defense employment and military activity during the war and the industrial development and population expansion of Dallas during the post-war period has been accompanied by business construction activity in excess of a hundred million dollars annually. New industrial plants were built, new office buildings changed the Dallas skyline. But Dallas hotel facilities did not keep pace with the growth. During all this period, no major hotels had been built. This deficiency presented a problem to Dallas' growth as a convention city and also put Dallas promotion for the staging of many events under wraps because of lack of adequate hotel facilities. This blocked the full use of such major

exhibit space as the Texas State Fair plant, the Cotton Bowl and provided a glaring example in the hotel room shortage that reaches its annual peak during the Texas-Oklahoma football game.

Directors of the Dallas Chamber had been keenly aware of this problem since the end of World War II. The convention department of the Chamber had to back off on many major national conventions simply because Dallas was not equipped to accommodate them.

In and out of the Chamber, Dallas business leaders had discussed the hotel problem during this period. R. L. Thornton was one of the leading proponents of a new hotel along with Fred F. Florence and Ben H. Wooten. Early in 1949, D. A. Hulcy, then president of the Dallas Chamber, initiated contact with the Hocken-

bury System, Inc., a national firm of hotel consultants. Working with Mr. Thornton, Mr. Florence and J. Ben Critz, vice president and general manager of the Chamber, a plan was developed to make an objective analysis of Dallas hotel needs. In August of 1949, Mr. Critz signed a contract with the Hockenbury System for the hotel survey.

On February 21, 1950, M. D. Hockenbury, general manager of the Hockenbury System, made his report to a group of Dallas business leaders at a dinner sponsored by the Chamber. He recommended that Dallas build a 500-room luxury hotel. He estimated the cost of such a hotel in the downtown area at about \$8,000,000, and based on his experience in other parts of the country on hotel projects, recommended the Chamber as the central agency through which to get the job done.

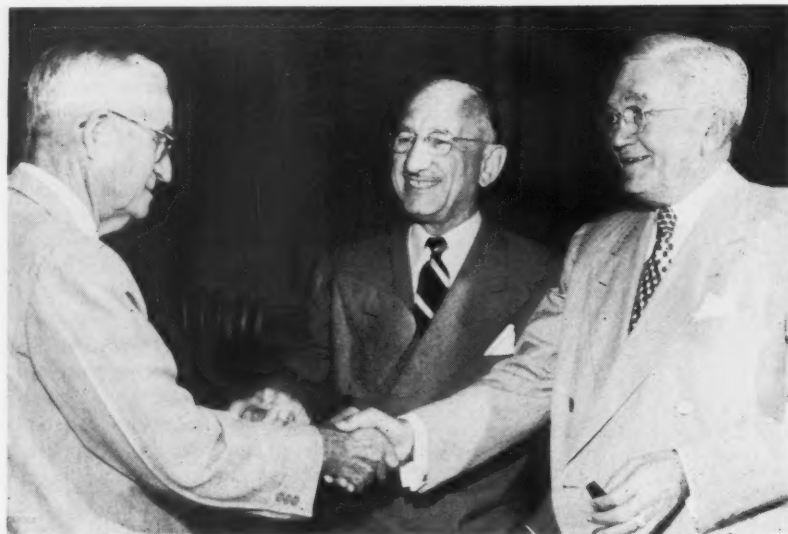
The ball was now rolling. On February 4, following this report, the Chamber directors met to hear Mr. Hulcy explain the Hockenbury recommendations. Mr. Thornton moved the formation of a hotel committee and this was approved. John W. Carpenter, president of the Chamber at that time, named the following men to the hotel committee: Mr. Florence, chairman; J. B. Adoue, Jr., A. H. Bailey, Milton Brown, W. J. Brown, J. B. Donovan, Edgar L. Flippen, Holmes Green, Jake Hamon, Karl Hoblitzelle, Mr. Hulcy, Arthur L. Kramer, Jr., J. L. Latimer, George L. MacGregor, Stanley Marcus, W. C. McCord, A. H. Meadows, C. B. Roberts, E. P. Simmons, M. B. Thornton, Harold Volk, James Ralph Wood and Mr. Wooten.

This group immediately began to function and late in March, Mr. Carpenter and Mr. Florence announced the formation of an executive committee of business leaders headed by Mr. Thornton to work out a financing plan for a new hotel. Appointed on this committee were: Mr. Wooten, president of the First National Bank; Mr. MacGregor, president of the Dallas Power & Light Company; Mr. Hulcy, president of the Lone Star Gas Company; Mr. Latimer, president of the Magnolia Petroleum Company; Mr. Simmons, the late president of Sanger Brothers; Clint Murchison, oil operator; Mr. Marcus, then executive vice president, Neiman-Marcus; W. W. Lynch, president, Texas Power & Light; Mr. Carpenter, president, Dallas Chamber of Commerce, and Mr. Florence, president of the Republic National Bank.

At the April 25 Chamber directors' meeting, Mr. Thornton reported the committee was moving ahead satisfactorily in

(Continued on Page 40)

HANDCLASPS OF VICTORY were exchanged by campaign co-chairmen (left to right) John W. Carpenter, Fred F. Florence and R. L. Thornton as their drive for Dallas Statler funds ended successfully.



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A friendly, working partner . . .
working with industry and for
industry . . . another reason
Why Republic is the
South's leading Bank

Capital and Surplus \$50,000,000.00
Largest in the South

REPUBLIC *NATIONAL BANK*
OF DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



OFF ON A TOUR of Community Chest agencies where they will see how dollars are put into action in some of Dallas' 72 Chest health and welfare centers are these employees of the Republic National Bank.

Community Chest Tours Show Dollars in Action

THE DALLAS County Community Chest has long been a firm advocate of the old saying that seeing is believing.

And the Chest has used every means available to help the citizens of our community "see" how the health and welfare

program of the Chest agency family makes Dallas a better home town for all of us.

Newspaper pictures and stories, radio, advertising media of all kinds, television, visits to the agencies, even the spoken word — all have been used by the Chest

T & P RAILWAY EMPLOYEES visit a different kind of Chest hospital—the doll hospital at Goodwill Industries, where handicapped workers earn by re-conditioning and selling once-discarded merchandise.



TWO OF THE 500 children of Dallas working mothers cared for daily by the eight units of the Dallas Day Nursery Association explain a scene in an orange-crate theater to a T & P employe.



as a window through which the people of Dallas can see the Chest program at work.

But this year, when the Chest has the greatest masterpiece of service in its history to portray for the 277,000 employed people of Greater Dallas, it has found the visits and the spoken word particularly effective.

It is impossible for every giver or potential giver to make personal visits to the Chest agencies, so the Community Chest has followed a double-barrelled approach to the "seeing is believing" adage.

Under this plan of talks and visits, representatives of business, industry, women's groups, civic clubs and service clubs are shown the work of the agencies so that these representatives can report back to their groups what is being accomplished through the Chest program.

The result has been unparalleled interest in the Community Chest and the health and welfare program supported through the Chest. This year, more people have seen the agencies in action through the visits and through the spoken word than ever before.

Visits to the agencies and talks about the Chest program are encouraged the year-round, but they are emphasized during spring and summer as a report to the citizens of Dallas in advance of the annual appeal for funds. The goal this fall is \$2,020,570 to support the 36 local health and welfare agencies plus the U.S.O. and services to the armed forces during the coming year.

It is difficult to make a flat statement



AT HEXTER MEMORIAL LIGHTHOUSE for the Blind, employees of Procter & Gamble watch a blind weaver. The Dallas Chest's two Lighthouses provide programs of education, vocational training, employment and social contacts for the county's 1,000 visually handicapped citizens.

as to the ultimate value of this two-fold plan, but these facts stand out:

An even 50 "Follow Your Dollar" tours (twice the number expected) have been conducted with 1,500 persons participating.

Campaign Chairman Max Clampitt has appeared before an estimated 5,000 members of some 50 service and civic clubs with an impressive "word" tour of the agencies.

Those firms and groups represented on the tours or who have heard Mr. Clampitt's talks have shown the greatest interest in the Chest program.

The "Follow Your Dollar" tours take the visitors into such agencies as Hope Cottage where they see babies, many of them unwanted, given all the love and care possible while they are getting ready for new parents.

Or through the Children's Medical Center, the greatest center of medical care for children in the Southwest, where sick and diseased little folks are restored to health, or less serious problems of health are cared for.

Or to the Lighthouse for the Blind and Goodwill Industries where the handicapped find useful living.

Or to the homes for orphans and neglected children or to the Children's Bureau where temporary care is arranged through foster parents.

Or to the camps where young bodies grow strong and healthy through outdoor life, proper exercise and wholesome food.

Who could see the needs of these babies, these children, these young people, these

(Continued on Page 52)

A PROCTER & GAMBLE employee (left) oversees the morning hands-and-face washing at the Chest's Dean Memorial Children's Home.



A HOPE COTTAGE BABY, below, smiles a big welcome to Dallas Power & Light employees.





COMPLIMENTARY FOOTBALL TICKETS to the first football game of the season were offered as an incentive to Chamber membership workers this month. Winners, left to right, included Barney Shields, chairman of the membership committee, Louis Williams, Jack Kutner and Pat Henry, Jr.

Membership Activities Attract 35 New Firms

SOME 35 new members of the Dallas Chamber of Commerce joined this month. Listed below are the member firms, with their address, type of business and Chamber representative:

M. F. Haley; 914 Commerce.

United Steel Company, Inc., 642 South Industrial; Mr. and Mrs. F. E. Montfort.

Morris Robinson Motor Company, 2200 Ross; Morris Robinson.

Business Men's Assurance Com-

OTHER WINNERS of football tickets included, left to right, standing, Frank Crosson, Joe Mintz, Mauri Bratt, Howell Watson; seated, James H. Randolph, Jim McBride, John Smith, and A. P. Harrison.



pany, 1003 Tower Petroleum Building; J. S. Harp, manager.

Trans Texas Theaters, Inc., 1525 Elm; K. S. Mallory, Raymond Willie, Jr., J. E. Brassell.

Texas Equipment Company, 4431 Maple; W. V. Spence.

Kilgore & McCrary, Inc., 4240 South Lancaster; Lee Kilgore, president; J. Alton Cates, manager.

H. L. Butler & Son, P. O. Box 7112; H. Glenn Butler.

Lesley J. Britton, Industrial Engineer, 3075 Grayson.

Evan's Gifts & Decorative Things, 5404 West Lovers Lane; Evan S. Morgan.

Blatz Brewing Company, 317 Mercantile Commerce Building; Charles C. McGehee.

Harper Aircraft Supply, 8219 Cedar Springs; Woody W. Harper.

J. W. Sewell, Attorney, Gulf States Building.

Austin's Gulf Service Station, 1402 Cedar Springs; William M. Austin.

Boles Cabinet Shop, 1250 Forest Avenue Road; Gene Boles.

Osburn Furniture Store, 5614 East Mockingbird Lane; A. C. Osburn.

Model Brass Company, 2309 Hickory; Loyall L. Barr, owner.

Brooks B. Smith Insurance Agency, 1000 Corrigan Towers; Brooks B. Smith.

Huber & Scott Mutual Insurance Agency, 824 Interurban Building; Richard G. Scott.

A. J. Boynton Company of Texas, Fidelity Union Life Building; A. P. Ready, P. A. Zetterlund.

Branded Textiles, Inc., Perkins Building; J. L. Grealy, Alex Emerson, Jr.

Union Wire Rope Corporation, 147 Howell; M. E. Green.

Kim Holloway, manager of Masonite Corporation, 2909 Maple.

Mayo Mortgage Company, 2222 North Field; John W. Mayo.

Mayo Company, 2222 North Field; Mrs. John W. Mayo.

T. Raymey Company, 3023 North Fitzhugh; T. Raymey, owner.

O'Dell's Magnolia Service Station, 8421 Preston; Sadie O'Dell.

Lloyd A. Fry Roofing Company, 201 North Nursery, Irving, Texas;

(Continued on Page 48)



During the year, many employers will be "guilty" of failing to set up a Safety Program. Of course, these employers do realize the great value of a Safety Program in saving lives and limbs...in conserving manpower and reducing insurance costs...yet often they just don't take the time to plan and install a Safety Program...or they fail to give the Program they do have, their support.

Will you be included in this "guilty" group, or will you do something about Accident Prevention NOW? It's to your advantage to have a Safety Program and to see that it works.

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New Miramar Hotel Opens on Fort Worth Road

Recently opened for guests is the new 100-room Miramar Hotel, located on the Fort Worth Cut-Off near the Hampton Road business district and in a location to attract the heavy Dallas-Fort Worth traffic. It is a two-story rambling buff brick building, fully air-conditioned and fireproofed and offering complete hotel services. Free to guests is the use of a swimming pool. Large free parking areas are offered for guests' convenience and the hotel entrance, set back from the highway, is a wide, circular drive with ample loading space under a sheltering portico. The lobby has a glass paneled wall overlooking the swimming pool and landscaped grounds. Inside, the lobby walls are paneled in blonde mahogany. The Mira-

mar has wall-to-wall carpeting in a colonial block design throughout, including the lobby, with a wide staircase leading to the second floor and all the rooms. These have been especially furnished for comfort and convenience of guests. Imported prints hang on the walls and colors are in restful shades. Hand-blocked draw drapes cover the windows and lighting has been arranged to eliminate glare, yet provide proper light for reading. Every room has a combination tub and shower, and suites also are available. The Miramar is owned by the Associated Federal Hotel Group and will be managed by Glen H. Lane, manager of Cliff Towers, a member hotel.

W. D. (BILL) MORGAN has been named Southwestern Division sales manager of the Cory Corporation, with offices in Dallas.

SAM HAGY of the Good Housekeeping Shop, has been appointed regional vice chairman of the National Appliance and Radio-TV Dealers Association.

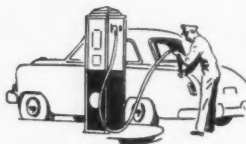
HARLAN G. H. BARTRAM has been promoted to assistant manager of the Dallas agency of Mutual Life Insurance of New York.



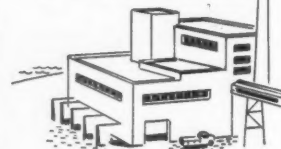
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Automotive



Industrial



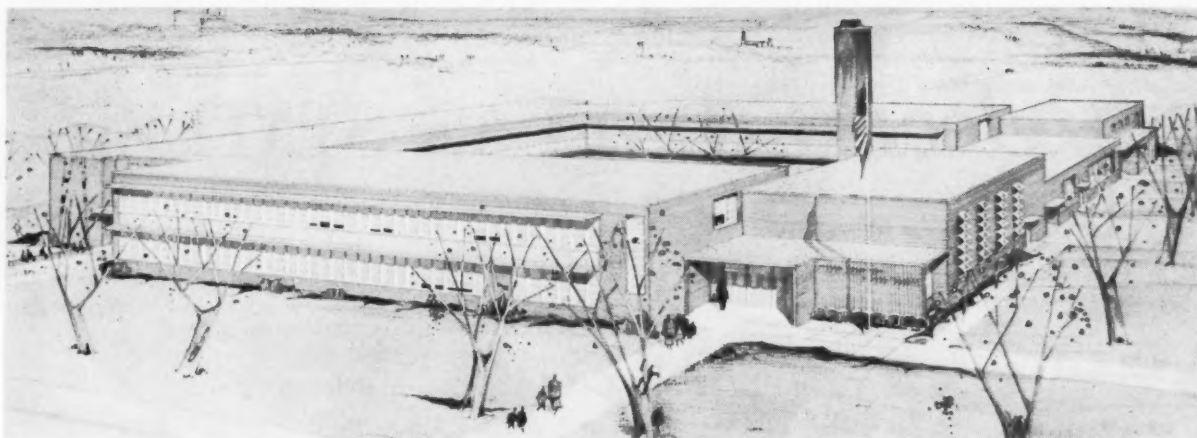
Farm



Household



PETROLEUM PRODUCTS



South's Largest Negro Elementary School Planned

This is an architect's sketch of the \$1,000,000 George Washington Carver Negro Elementary School, which will be built in the West Dallas Housing Project. It will be the largest such school in the South. Construction is to start this fall and

is to be finished by September, 1954. Carver School will house 2,000 students in 50 rooms, 31 of which will be typical classrooms. Clifford J. Lane is architect and Mark Lemmon consulting architect for the two-story structure.

CLIFTON BLACKMON, First National Bank vice president and former editor of DALLAS, has been appointed public information committee chairman for the Dallas County chapter, American Red Cross.

VIRGIL M. HARRIS and MAC D. OLIVER have been elected vice presidents of San Juan Oil Company in Dallas. Mr. Harris is now vice president in charge of operations and Mr. Oliver is vice president in charge of engineering.

C. L. McARTHUR, JR., has been made special representative for Lion Oil Company's production and exploration division with headquarters in Dallas. He was formerly regional manager for the company in Denver.

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Construction of the Dallas Statler will represent another step forward for Dallas as the convention and hospitality center of the Southwest. The hotels of Dallas join together in welcoming one of the great names in the hotel business to Dallas. We commend the fine Statler organization to the business community of the Dallas Southwest. We look forward to working with Statler in the future to make Dallas an even greater convention city.

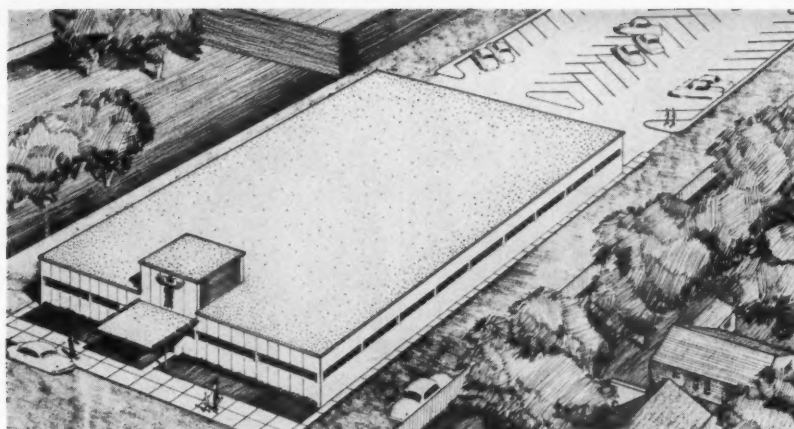
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Medical Building Planned for Preston Square

Plans for the construction of a new \$500,000 medical building have been announced by Henry S. Miller, Jr., of Henry S. Miller Company, leasing agent. The proposed Preston Square Medical Building will be located in Preston Square on Westchester Drive, near the intersection of Preston Road and Northwest Highway. Designed by George W. Edwards, A.I.A., Dallas architect, the building will be air conditioned and will have more than 15,000 square feet of space available for doctors' and dentists' suites. All offices will be on the ground-floor level and an interior arcade will provide access to all suites from an adjacent off-street parking lot. Additional parking facilities will be available within 300 feet of the new building. Joint owners of the property are Newman Long and John Olver, insurance company executives; Jack Isaminger, realty and investments, and Arnold Weil, builder and developer. A post office, bank and suburban theater are also planned for the Preston Square area, according to Mr. Miller.

Texas Business Hits Record High in 1953

Texas business during the first half of 1953 hit a record high, according to Dr. John R. Stockton, director of the University of Texas Bureau of Business Research.

Dr. Stockton said sales averaged 10 per cent above last year.

Retail sales were up nine per cent, industrial power consumption 18 per cent, electricity use 14 per cent, crude oil runs and city building permits seven per cent. The only decrease was three per cent in oil refining.

The bureau's index for June stood at 297. This compares with 100 for 1935-39.

January, 1953, was the best month comparatively that the state's business ever had. June was not far behind.

But the industrial boom which sent Texas business to new highs appears to be slowing down, Dr. Stockton says. He pointed out that some major projects have been canceled.

He predicts that the end of the Korean War will have little effect on business generally, but that slowing down of industrial expansion will cause a reduction in general business.

New Super Highway From Denton Proposed

A new super highway — utilizing projected improvements of U. S. Route 77 between Dallas and Denton — has been proposed by the State Highway Department in Austin.

The plan calls for a four-lane divided controlled-access highway from the city limits of Denton to Harry Hines Boulevard in Dallas, extending to Field Circle.

From this point, the highway would become a six-lane divided thoroughfare to a point near Continental Avenue.

A completely elevated roadway section to carry expressway traffic through the highly developed industrial district, from Oak Lawn to near Continental, is included in the plan.

Long-range planning calls for continuation of the new thoroughfare slightly east of Industrial to between the Cadiz viaduct and Lamar, where an interchange would be built with the proposed new East-West Expressway, according to Expressway Engineer R. E. Kilmer.

County Judge Lew Sterrett said the county has the necessary funds available for its share of the project in the county limits.



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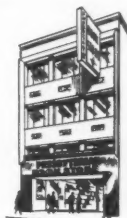
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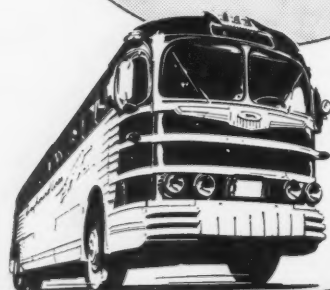
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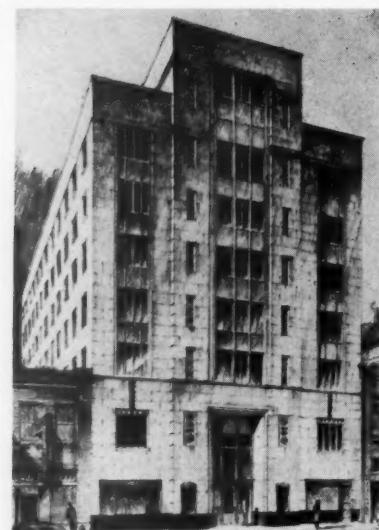
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Store to Reverse Doors

Cokesbury Book Store plans to switch its entrance during the next five years when Cokesbury adds five stories to its three-story building facing Commerce. The present Commerce Street "back door" will become the front door. The new Statler Hotel will be just across the street. Plans for the \$1,500,000 addition were drawn by Dallas Architect Mark S. Lemmon. Cokesbury Manager J. F. Albright says, with the new space, he will establish a bargain basement for books. He also plans to expand his art book room into a gallery for showing the work of Southwest authors.

★

Lone Star Expands. Lone Star Olds-Cadillac Company has bought a three-story apartment building at 2308 Ross Avenue and block-long property on Flora Street from Leonard to Fairmount for \$65,000. Lone Star President N. J. DeSanders says both properties will be used to supplement the Lone Star sales and service plant now occupying the entire block of Ross Avenue, Crockett, Flora and Leonard Streets. Mr. DeSanders reported that the apartment building will provide an additional 10,000 square feet of storage space and the 13,250 square foot block will add needed parking space and service facilities.

★

New Firm Opens. The Ferrell Office Furniture Company has been opened by C. G. Ferrell at 2401 Main Street. The firm will handle new and used furniture and supplies as well as maintaining a refinishing and repair service. Mr. Ferrell is a veteran of 32 years in the office furniture business.

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WOOLWORTH'S new store in Grand Prairie, Texas, offers the people of that community an inviting shopping area brightened by glass and products of glass. Large windows offer decided sales appeal from the outside; an excellent distribution of daylight for the interior. This building is one of the many projects of L. F. Corrigan, owner and builder.

Binswanger & co.
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BINSWANGER of Dallas is proud to have furnished and installed the 1/4-inch plate glass, Brasco Safety-Set store-front metal (noteworthy for attractiveness, durability, and dependability).

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To Make Dispensers. NaVenco Manufacturing Company of Dallas will manufacture carbonated beverage dispensers known as the Supervend Drink Machine for Candy Vendors, Inc., of Oakland, California. The Dallas firm also makes other automatic merchandising equipment.

★

Sales Office Opens. United States Radiator Corporation of Detroit has opened a sales promotion office in the Gulf States Building. R. R. Harnetiaux, manager of the company's air conditioning division, will supervise the office.

Named Freight Agents. Texas Transport and Terminal Company, Inc., has been named general freight agents for Louis Dreyfus and Company of Paris, France. The appointment was made by Ponchelet Marine Corporation of New York, general agents for the Dreyfus concern. Texas Transport, steamship agents and operators with branch offices in the Cotton Exchange Building, will represent the Dreyfus line for service from Gulf ports to South and East Africa and Madagascar.

Leases New Building. A new building for K & M Builders Supply, Inc., is being built at 2028 Farrington in the Trinity Industrial District. W. E. Killion is owner and general contractor of the building. The lease was negotiated by Tom A. Whitley of the Howell H. Watson and Jack D. Watson realty firm.

★

Distributor Named. Monk Brothers, 531 South Ervay Street, has been named the Texas distributor for Martin Driscoll and Company of Chicago.

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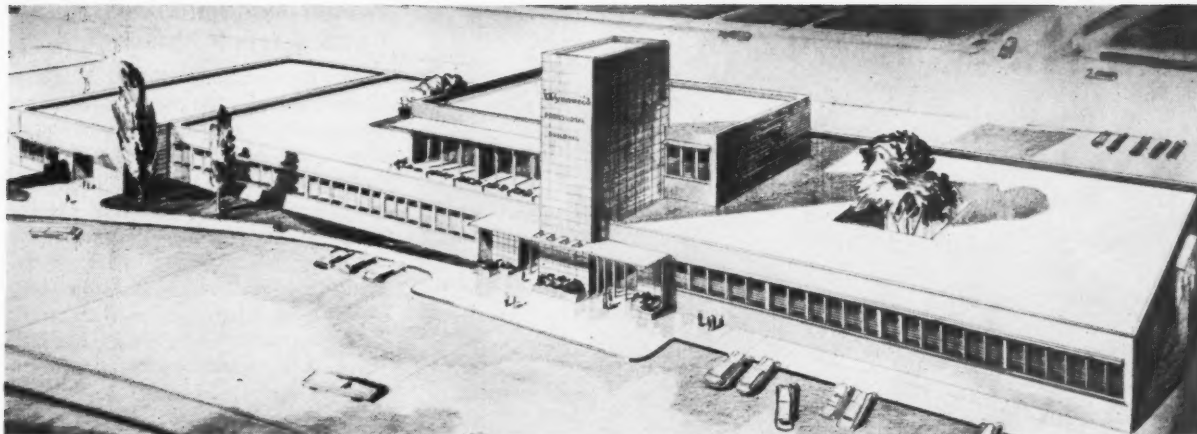
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BOKAR

... vigorous and winey



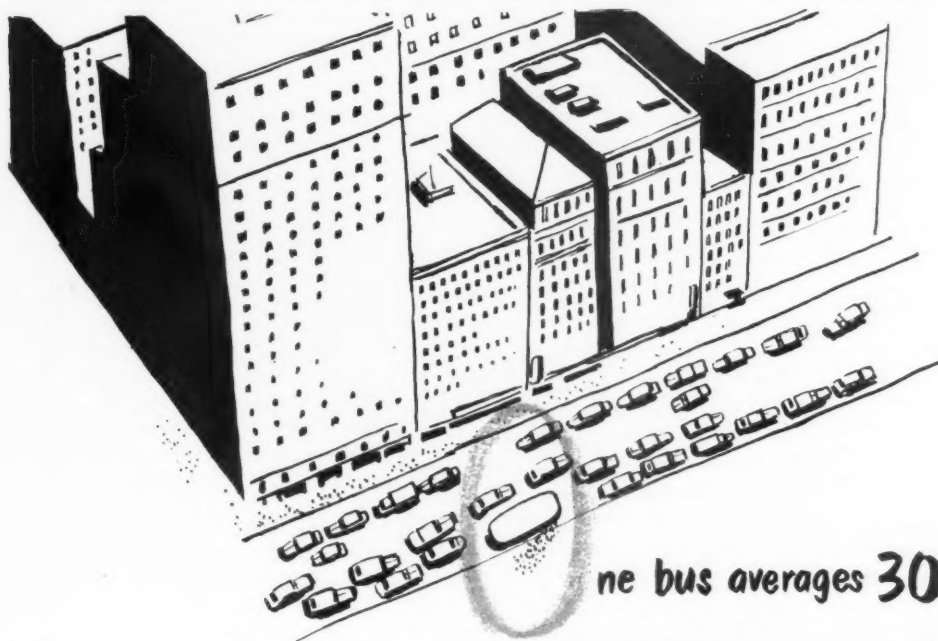
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Wynnewood Village Medical Center Now Building

Construction is now in progress on a \$500,000 medical center in Wynnewood Village which will house as many as 20 doctors, an X-ray laboratory and complete medical laboratory. Angus G. Wynne, Jr., president of the American Home Realty Company and Wynnewood Village, Inc., announced that the building will fill a long-felt need for a major medical center in Wynnewood and metropolitan Oak Cliff. To be known as the Wynnewood Medical and Professional Building, it will contain about 35,000 square feet, of which 30,000 will be located on the ground floor. In addition to other facilities, a modern prescription pharmacy is planned. The building will be located parallel to Illinois between Nicholson Drive and Wynnewood Drive and face into Wynnewood Shopping Center. Construction will be of brick and masonry

and will include year-round air conditioning. Four entrances to the new building will provide easy access to the 200-car free parking facilities. The building will also house the American Home Realty Company, with the real estate and brokerage office and sales office on the first floor, executive offices on the second floor overlooking the village. Architects DeWitt and Swank have planned two inside patios to insure outside exposure for every office space. They have kept the floor plan flexible to allow special office arrangements for doctors with unusual requirements. April 1, 1954, has been set for date of occupancy and space may now be leased from Wynnewood Village, Inc., 2311 Salerno Drive. The Village, already one of the largest in the Southwest, when completed will cover 53 acres, include more than 150 stores and shops.



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Current Industrial Studies Available to Members

Research surveys dealing with many specific industries are published regularly by the Industrial Department of the Dallas Chamber of Commerce and are available to Chamber members complimentary. Above, Mrs. Pauline Norris checks a new stencil with William A. Rosamond, research assistant in the Industrial Department. One of the Chamber's recent studies concerns the insurance business in Dallas. It lists all insurance companies maintaining home offices in Dallas, with their address, type of insurance written, assets and insurance in force. Another study summarizes Dallas business activities during the first six months of 1953, dealing with such topics as new manufacturing firms, expansions, wholesale trade, finance and insurance, utilities and other news of industry. Chamber members are invited to write, come in or call the Industrial Department for complimentary copies of current business studies.

Dallas Firm Produces V.O.A. Transmitter

The Continental Electronics Manufacturing Company of Dallas is producing a number of gigantic transmitters for the Department of State.

The transmitters have a peak output power of 4,000,000 watts and will be utilized by the U. S. International Information Administration to amplify the range of the Voice of America.

So far as is known the output power exceeds that of any standard band AM broadcast transmitter yet constructed.

The strong transmitters are this nation's answer to the problems of geographical and frequency difficulties plus jamming countermeasures started by Russia in 1948. Evidence indicates a thousand jammers are being used by Communist installations to blot out both the V.O.A. and the British Broadcasting Company and satellite countries.

Skaggs Chain Opens First Dallas Store

Skaggs drug store chain has opened its first store in the Dallas area at 1917 Elm Street, between the Majestic and Melba theaters.

The store building has 3,500 square feet of floor space and will give Dallasites a completely new conception of modern drug store merchandising, according to L. S. Skaggs, president of the drug chain.

All departments, with the exception of prescription and tobacco departments, feature self-service so that customers can make selections leisurely and have purchases checked out at a central point.

Homer Martin, formerly with the Skaggs chain at Amarillo, is manager of the Dallas store. He worked in Dallas with Safeway Stores from 1930 to 1945, at which time he joined the Skaggs organization.

School System Adopts Record-Breaking Budget

The highest annual school budget in Dallas history — \$21,270,740 — has been approved by the Dallas Board of Education for the 1953-54 school year.

This figure tops last year's budget of \$18,756,797 by over two and one-half million dollars and represents the cost of educating 80,000 Dallas public school students in the system's 102 schools.

The general fund, or operating budget, will consume \$16,045,336 of the \$21,270,740. It will pay for most of the school system's operational costs. Next biggest item, \$3,456,000, is set aside to pay interest on school bonds and for sinking funds.

The board also boosted school administrators' salaries. School Superintendent W. T. White will receive \$20,000 yearly instead of his former \$17,500. Other raises were Assistant Superintendent Ewell D. Walker, from \$10,250 to \$11,000; R. H. McKay from \$9,250 to \$10,500; Frank L. Williams from \$10,250 to \$11,000 and Secretary-Business Manager Bryan Adams from \$10,250 to \$11,000.

Adding to this year's public school education cost was the \$200 yearly salary increase for the 2,712 Dallas teachers.

The number of students in the growing school system is about 7,000 higher than last year, with more increases expected to arise from a growing Dallas and a growing birth rate.

With the increased budget came an eight-cent increase in school taxes, which are now set at \$1.31 per \$100 valuation. Of this, 95 cents will go for school bonded indebtedness.

★

Animal Clinic Opens. The Loop 12 Animal Clinic has been opened on Loop 12 between the Buckner Drive-In Theater and the Shamrock Motel by Dr. W. E. Davenport, owner. The animal hospital will maintain complete medical and surgical facilities for all animals and also has boarding accommodations.

★

Investment Firm Formed. The Mid-Texas Trust and Insurance Securities Corporation, a newly-formed general investment and mortgage banking firm, has opened offices in the Empire Bank Building. E. L. Markham, Jr., general counsel and board chairman of the company, said a companion life insurance company will be formed soon. M. E. Fowler, Sr., is president of the firm and William Dan Hooper is vice president.

New Navy Contract Awarded to Temco

Temco Aircraft Corporation, already contracted to produce major assemblies for the Navy's new F3H-1 "Demon" jet fighter, has been awarded a sub-contract for a newer twin-jet aircraft.

The announcement was made by Robert McCullough, president of the Dallas firm.

Temco will build rear fuselage assemblies for McDonnell Aircraft Corporation's F-101 "Voodoo." Designed for the Air Force, the Voodoo is described as being capable of escorting bombers on attacks against distant targets.

Mr. McCullough said Temco will begin tooling for its role in F-101 production immediately.

Temco's F3H-1 contract — awarded last July — gave the Dallas manufacturer production responsibility for components amounting to about 35 per cent of the plane's airframe. Outer wings for the Demon are built at Temco's Garland plant. Center wing and aft fuselage sections will be turned out in Temco's Dallas plant.

★

Overpass Opening Set. The new Forest Avenue bridge, a \$1,350,000 remedy to one of the city's major traffic headaches, is scheduled to open not later than October 1, according to Contractor M. E. Worrell of Worrell and Watkins. The four-lane structure will connect South Dallas and the Fair Grounds area with Kiest Boulevard and Bonnie View Road in Oak Cliff.



Magazine Cover Features Dallas Skyline

The October anniversary issue of *Topics*, Texas and Pacific Railway Company publication, features this picture of the Dallas skyline on the cover. The photo was taken on the railroad's Trinity River bridge looking east along the T. & P. mainline tracks which once ran through downtown Dallas on what is now Pacific Avenue. William J. Davis, son of a retired T. & P. roundhouse foreman, made the picture. Mr. Davis, a photo-journalist, is a member of the Dallas Chamber of Commerce. *Topics* enters its eighth year of publication with the October issue. Commenting on the picture, *Topics* advises readers to look quickly, because the Dallas skyline is growing so fast the picture might be outdated any minute.

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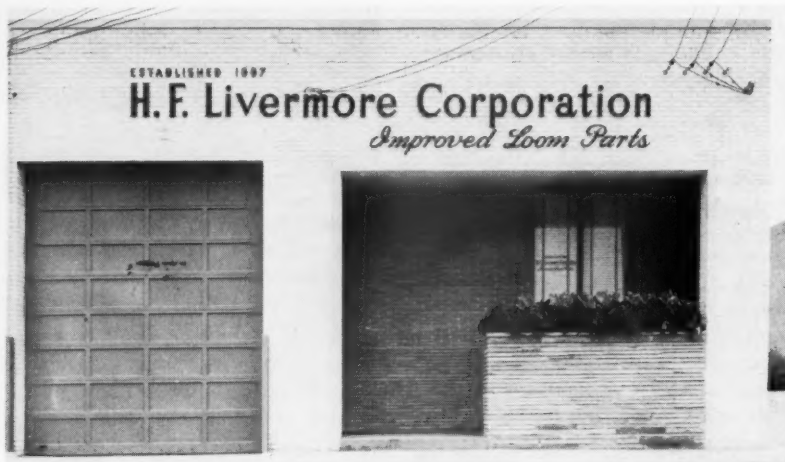
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Sixth Sammy's Restaurant Opens

A sixth Sammy's Restaurant has been opened in the Inwood Village Shopping Center, Inwood Road and Lovers Lane. Manager Joe Messina acted as host opening day, and each woman patron was presented an Hawaiian orchid during the evening meal. The Sammy's chain is operated by the Messina brother-partners: Carlo, Benny, Victor and Joe. They started in business 21 years ago. Five restaurants are now in operation. The Highland Park Village Sammy's was recently sold. The chain specializes in spaghetti, steaks and salads.



Loom Parts Firm Opens Southwest Branch

The H. F. Livermore Corporation of Boston, Mass., which manufactures loom parts for textile mills, has opened a Southwestern division in Dallas. Chester Hammond, president, inspected the new offices and warehouse at 1839 Levee Street in the Trinity Industrial District. The company worked with the Industrial Department of the Dallas Chamber of Commerce. It was doing business from its new Dallas regional headquarters only two months after deciding to open in Dallas. Early in July Mr. Hammond contacted Thomas W. Finney, manager of the Chamber's Industrial Department, and explained he was interested in establishing a branch in the Dallas area. Mr. Finney and the Chamber staff worked closely with Mr. Hammond in finding a suitable building. Dee R. Reeves, Dallas realtor, concluded the transaction.

Dallas Warehouse Opens. Radio Corporation of America has opened a new factory warehouse at 130 Express Street in the Trinity Industrial District. The warehouse, which will stock all R.C.A. replacement parts, will serve the entire Southwest. Manager is John Cavalero. Realtor Curtis Sanford completed negotiations for the 9,500-square-foot building.

Suburban Company Formed. Grand Prairie's newly-organized Employees Security Life Insurance Company has opened offices at 803 Main Street in the Dallas suburb. Grand Prairie Banker G. H. Turner was elected first president. Other officers include Durwood Sutton, secretary; C. R. Sargent, vice president, and C. L. Gill, agency director.



Oriental Laundry Observes Sixtieth Birthday

Otto Herold, left, board chairman of Oriental Laundry Company, and his son, Alvin Herold, president, are observing the sixtieth anniversary in business under the same management. One of the oldest cleaners-laundrerers in the United States, the company was opened in Dallas in 1893 in the basement of the Oriental (now Baker) Hotel. In 1907 the building at 1714 Wood Street became the main office and plant. The opening of Dandee Cleaners at 2135 Fort Worth Avenue marks the eleventh Oriental affiliate. The statuette at left is "Dan D. Service," a trade character originated for Oriental promotion activities.

Rural Data Revealed In New Directory

More than 12,000 families live in rural and suburban areas of Dallas and Rockwall Counties, research conducted in compiling the new Dallas-Rockwall County Directory indicates.

Philip R. Grove, publisher of the directory, said his office has collected names and various economic data on almost 7,000 families and estimates this to be "about 70 per cent of all families in the two-county area."

The directory, first of its kind to be published in the area, is tentatively scheduled for distribution late in November. Originally, it was to have been published in mid-October.

The directory will serve farmers and rural residents just as the city or telephone directory serves the metropolitan resident. It will contain maps showing exact location of each home in the area, classified and display advertising serving the user as a buyers' guide and historical and statistical data on the two counties.

Mr. Grove said the economic survey would not be included in the directory, but would be given to certain advertisers and sold outright.

Labor Department Cites Four Construction Men

The Department of Labor has awarded citations to four construction industry representatives in Dallas for their contributions to a joint apprenticeship program which trains craftsmen in the Dallas area.

Singled out for the awards were W. H. Hickey of Hickey Construction Company, Charles Meers of Meers Construction Company, Y. C. O'Glee of the Bricklayers Local Union No. 5, and C. E. Gladden of the Carpenters Union Local 198.

The certificates, signed by former Labor Secretary Martin P. Durkin, cited the four for "meritorious service of more than three years on the joint apprenticeship committees," and for "special contributions" to the training of skilled craftsmen.

A total of 600 apprentices from all the building crafts and several manufacturing plants participate in the program.

The joint committees supervise the program, determine the number, qualifications and selection of apprentices, work with the school system and employers to develop on-the-job training and supplementary instruction.

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Ward Drug Moves. Larger quarters at 5436 East Grand has been taken by Ward Drug Company, which moved from 5429 East Grand. Manager Ralph M. Barnett said the move was caused by "steadily increasing business."

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Time Saved In Finding Right Employee
With a Minimum of Interviews

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PRAETORIAN BUILDING

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Hotel Statler

(Continued from Page 22)

interviewing possible hotel operators who had the money and would be willing to join in the equity financing. He said plans called for the setting up of a temporary corporation to be known as the Cosmopolitan Hotel Company with the members of the new hotel committee comprising the board of directors.

The Cosmopolitan Hotel Company of Dallas, Inc., was set up with Mr. Florence as president; Mr. Thornton, vice president and chairman of the executive committee, and Mr. Marcus, secretary-treasurer. At a special board meeting of the Chamber on June 20, Mr. Carpenter informed directors that the Chamber's new hotel committee had entered into a contract with the Hotels Statler, through the Cosmopolitan Hotel Company of Dallas, under which the Statler chain would build an 800-room Hotel Statler in Dallas.

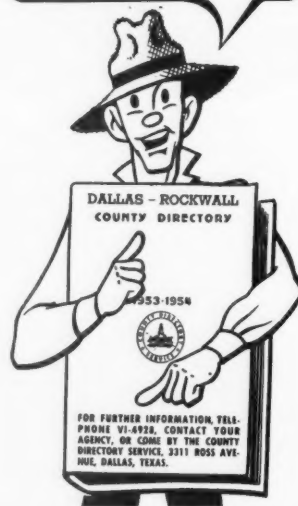
This contract called for Dallas business interests to lend the Statler \$1,500,000 under 15-year notes bearing two percent interest. Officers of the Cosmopolitan Hotel Company then proceeded to work out plans for this financing and at a directors meeting August 22 Mr. Critz was authorized to execute another contract with the Chamber and the Hockenbury System to assist in the sale of the debentures.

The critical stage in this project had now been reached. Over a period of almost two years Dallas business leaders working through the Chamber had set up machinery to build and finance a new hotel and had contracted with one of the nation's leading hotel organizations. Now, Dallas had the problem of raising a million and a half dollars to clinch the project. The Chamber machinery was once more set in motion and a general campaign organization set up to raise the required funds. Mr. Marcus was appointed chairman of the general campaign organization with Mr. Carpenter, Mr. Florence, Mr. Thornton, Mr. Wooten and Mr. MacGregor as co-chairmen. Seventy leading Dallas business men were enlisted for the drive under nine group chairmen who included: W. W. Overton, Jr., James W. Aston, Mr. Brown, J. C. Tenison, Homer Mitchell, Ashley DeWitt, W. A. Green, Jr., DeWitt T. Ray and John J. Kettle.

On July 10, 1951, campaign workers in this drive made their final report at a victory luncheon in the Hotel Adolphus. Some 217 Dallas firms subscribed amounts ranging from \$1,000 to \$100,000 to assure the building of this hotel.

ADVERTISE IN ME!

When I'm off the press in mid-October you can reach into every one of thousands of suburban and rural homes in Dallas and Rockwall Counties. These are the folks who spend millions annually...and are not ordinarily attainable through local newspapers and other media. One hundred per cent guaranteed distribution into every home and farm...at low, annual rates.



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158 Express—Dallas—PR-3224

Delivery Service Leases New Building

Cooperative Delivery and Distribution Service has signed a five-year lease on a new modern building at 410 South Good-Latimer Expressway.

The new facility is a one-story masonry structure.

Owners Frank W. Nail and John D. Van Zandt started the firm in 1945 as a downtown errand service with two walking messengers.

Since then, Cooperative Delivery and Distribution Service has expanded to a county-wide delivery and distribution organization of 40 employees and 20 vehicles.

Insurance Firm Moves. American Associated Insurance Companies has moved into the Fidelity Union Life Building, occupying the entire seventh floor. Offices were formerly at 1505 Federal Street. The organization, one of the nation's largest fire and casualty firms, is made up of the American Automobile Insurance Company, the Associated Indemnity Corporation and the Associated Fire and Marine Insurance Company.

★

Restaurant Opened. A new restaurant, The Delta, has been opened in the triangle of Irving, Industrial and Oaklawn Avenue in the Trinity Industrial District. The restaurant is owned by Charles H. Dixie and managed by Christos Dixie.

Dallas Insurance Firm Buys Virginia Company

The National Bankers Life Insurance Company of Dallas has purchased the Physicians Life and Casualty Insurance Company of Richmond, Va., Pierce P. Brooks, president of the Dallas firm, has announced.

The new regional office of National Bankers Life will be located in Richmond and will continue to handle Physicians Life and Casualty business in addition to National Bankers Life policies.

Future planning for the new office includes expansion into a three-state operation with regional headquarters in Richmond.

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AND ASSOCIATES**
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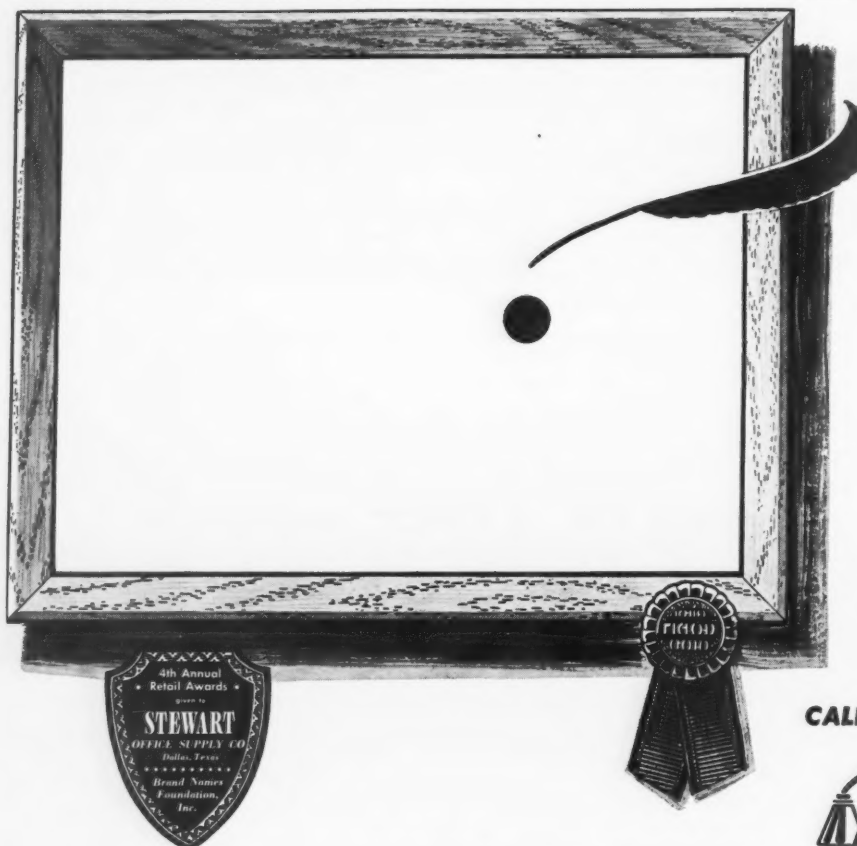


New Construction Executives Appointed

Caleb L. Moss, left, has been appointed to head the purchasing department of Peterson Construction Company, and L. Z. (Fritz) Stotts has joined the firm as construction engineer. The appointments were made by Edmund G. Peterson, president of the company. Mr. Moss, a native of Dallas, was educated at Austin College, Sherman, and Mr. Stotts is a graduate of the University of Iowa.

LAWRENCE E. (LARRY) DUPONT, radio and television director for Rogers and Smith Advertising Agency, recently completed a three-week color television training course at N.B.C. in New York.

MRS. JENNIE DAWN MARSHALL is the new manager and buyer for E. M. Kahn & Company's Wynnewood-Oak Cliff store's students and boys department. She has been with the company 29 years.



Picture Your Office Here!

Stewart Office Supply has been honored to decorate for many an outstanding firm. Here are but a few who have been featured in the Stewart picture:

Eastman Kodak Company
General Electric Company
Dallas Chamber of Commerce
Praetorian Insurance Company
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Wouldn't you take pride in adding your office to this distinguished list of "Brand Name" offices by Stewart Office Supply Company?

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STATIONERS • OFFICE OUTFITTERS

DALLAS • SEPTEMBER, 1953



Insurance Agents Elect New President

Carl H. Hunt, far right, new president of the Dallas Association of Insurance Agents, confers with Arthur E. W. Barrett, left, outgoing president, and James C. O'Conner, center, executive editor of the National Underwriter Company and principal speaker at the annual D.A.I.A. membership meeting. Mr. Hunt is a veteran Dallas insurance agent. Other new officers named were Charles R. Eversole, first vice president; Don M. Houseman, second vice president, and Nicholas Williams, secretary-treasurer. Newly elected to the board were Ross W. Brown and William L. Carter, Jr. Re-elected directors include Donald E. Bowles, Cullum Thompson and Mr. Eversole. Max Scheid was re-elected executive secretary of the organization.

State Leads South In New Construction

Texas did more building during the first part of 1953 than did any other southern state.

The Bureau of Labor statistics reports that Texas led the South in construction during the period, even though the Texas figures were one per cent below last year.

The value of urban building permits during the first five months of the year totaled \$307,477,000. This was slightly lower than the \$310,727,000 valuation for the same period last year. But it far outranked 14 other states included in the B.L.S. survey. The runner-up was Florida, with \$159,616,000 worth of building.

Permits were issued for 23,793 new Texas homes—a drop of about 5,000 from the 28,884 issued last year.

B.L.S. found that the value of urban building in all 14 states was up eight per cent over last year. For the nation as a whole, valuation increased about 15 per cent.

JIMMY CHILDRESS has been named manager of the White Auto Store at 2120 Fort Worth Avenue.

Cigar Company Branch Occupies New Building

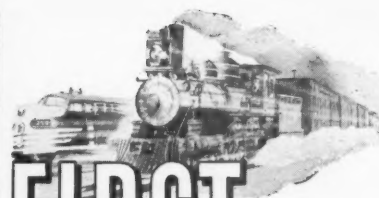
The Dallas branch of the G. H. P. Cigar Company has moved into a new office and warehouse building at 1227 Levee Street in the Trinity Industrial District.

The one-story building contains 4,700 square feet and has year-round air conditioned offices and a modern cigar humidor.

Lease negotiations for both owner and G. H. P. Cigar Company were handled by Bill Campbell, Jr., of Moser Company, realtors. B. J. Chafin was the architect and Williams and Wagner Construction Company, general contractor.

G. H. P. Cigar Company is one of the oldest cigar manufacturers in the nation. Principal offices are in New York City and branch offices are in major cities from coast to coast. The company is the exclusive manufacturer of El Producto and Lovera cigars.

LEWIS E. PAYNE has been appointed factory sales representative in Texas for the Multi-Matic Corporation of Van Nuys, Calif.



FIRST to use oil as locomotive fuel

from Corsicana to Hillsboro, Texas, in 1898—foreshadowing the use of oil to power Cotton Belt's entire fleet of modern Diesel engines.

FREIGHT comes FIRST on the COTTON BELT ROUTE



CEDAR CREST INDUSTRIAL PARK

OFFERS THESE PRIME INDUSTRIAL ADVANTAGES

- **CLOSE IN LOCATION**
5 minutes from downtown Dallas.
- **TRACKAGE**
On mainline M-K-T.
- **MOTOR TRANSPORT**
Strategic highway location.
- **UTILITIES**
Excellent water, natural gas, power.

Will build facilities for satisfactory tenant on long-term lease or will sell sites.

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- BUSINESS INSURANCE
- ESTATE PLANNING
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REPUBLIC NATIONAL LIFE INSURANCE CO.
606 BURT BUILDING DALLAS PHONE RANDOLPH 9116



Heads Market Committee

Justin McCarty, a director of the Dallas Chamber of Commerce, has been appointed chairman of the newly created Market Division Committee of the Chamber. Other members comprising the committee include: William Goldstein, vice chairman; Ed Allison, Jim Binford, Gerald Callaway, Frank M. Cytron, Orville Duff, A. H. Ellington, Seymour Kurtz, Erhard Mayer, Joe Pope, Al Popel, R. Emmett Pryor, Mickey Shankman and L. C. Walker. Henry W. Stanley, manager of the Market Division of the Dallas Chamber, will act as secretary.

★

MARSHALL NEWCOMB, Lone Star Gas general counsel, and BILL BRICE, Southern Methodist University senior law student, were elected to head units of the American Bar Association at its seventy-fifth annual convention in Boston. Mr. Newcomb was chosen chairman of the mineral law section; Mr. Brice, president of the student association.

★

HOWARD ANDERSON, film director of WFAA-TV, has been named assistant to Program Director JAY WATSON.

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SPECIAL ATTENTION GIVEN TO INDUSTRIAL
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OLDHAM LUMBER COMPANY

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quality in every piece of equipment... any item of supply you buy is *plus value*, that definitely saves you time and money in the long run.

From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give *plus value*... only 53 years experience has taught us it pays!

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Jack Blake jr.

1517 COMMERCE
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advertising



Opens New Agency

Jack Blake, Jr., has opened a new advertising agency at 1517 Commerce. Mr. Blake was formerly vice president of another Dallas agency. He has been associated in the advertising business in Dallas for nearly 20 years. He was on the publicity staff of the Texas Centennial, on the sales staff of KRLD-TV and on the staff of the Rogers-Smith Agency as an account executive.



Estate Council President

Ralph Scott, trust officer for the Dallas National Bank, has been elected president of the Dallas Estate Council. Other officers for 1953-54 include Gerald J. Hennessey and Edward B. Winn, vice presidents; Paul L. Barr, treasurer; and Wallace P. Metcalfe, secretary.

★

HAROLD STAR, JR., has been elected president of the Dallas Society for Prevention of Cruelty to Animals. Other officers: MRS. EMILIE SCHUYLER, executive vice president, DOUGLAS MILLER and WINSTON COLWELL, vice presidents; RALPH SCOTT, treasurer, and MRS. BONNIE BAUERLE, secretary.

DALLAS • SEPTEMBER, 1953

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TRINITY INDUSTRIAL DISTRICT



"Under the
Skyline of
Dallas"

The photo shows a building now being completed by Trammell Crow, to be occupied by the General Detroit Corporation, the Jarvis Press, and William Wallace, Supplier.

For information about the Trinity Industrial District consult your real estate broker or...
INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Bldg. • RI-6552

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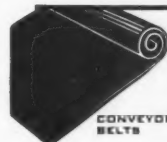
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THE ALERT BUSINESS MAN

whether in a partnership or a corporate enterprise knows the value of life insurance to his business.

It can mean a lot to the financial situation of his heirs, too.

Through the use of the Prudential Dollar Guide, let me show you how your business insurance can be coordinated with your personal insurance program.

Just call me at

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RICHARD DONOVAN

3200 Maple Ave., Dallas, Texas

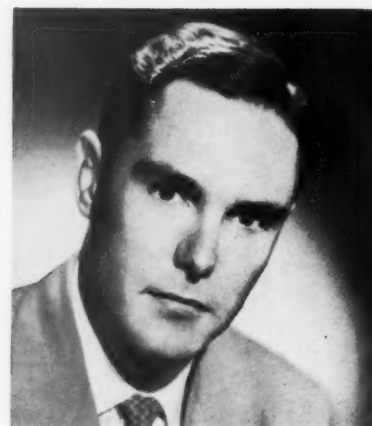


the **Prudential**

INSURANCE COMPANY OF AMERICA

SOUTHWESTERN HOME OFFICE

HOUSTON, TEXAS



Joins Henry S. Miller

Horace E. Vail, former industrial sales engineer in Dallas for Cities Service Oil Company, has joined Henry S. Miller Company, realtors, and will specialize in the sale and leasing of industrial properties. Mr. Vail, an infantry veteran of World War II, was recalled to active duty in 1950 and served with the combat engineers in Korea. He is a graduate of the University of California, with a degree in Industrial Engineering.



Gilbert Changes Banks

R. R. Gilbert, retiring president of the Federal Reserve Bank in Dallas, is the new board chairman and director of the National City Bank of Dallas. Mr. Gilbert retired from his Federal Reserve post in compliance with age requirements of the Federal Reserve System. He had held his post 14 years and has spent 48 years in the banking field. Dewitt T. Ray, president of the National City Bank, announced the appointment.

*

J. J. (PHIL) COOPER has been named to a committee office in the American Standards Association.



More to SEE in '53 STATE FAIR of TEXAS

**DALLAS
OCT. 10-25**

YOUR HANDY CALENDAR GUIDE TO THE STATE FAIR

ENTERTAINMENT

THE ETHEL MERMAN SHOW: Matchless Miss Merman, reigning queen of musical comedy stage, and Hollywood luminary George Murphy in all-star revue. Auditorium nightly 8:30 p.m. Matinees Saturdays, Sundays, Thursdays 2:30 p.m.

ICE CYCLES OF 1954: World famous skating spectacle featuring brilliant production of "Brigadoon." Ice Arena nightly 8:30 p.m. (except Oct. 25). Matinees 2:30 p.m. Saturdays, Sundays and Oct. 14. Rural Youth show 10:30 a.m. Oct. 17; Teen-agers matinee Oct. 23.

AUT SWENSON THRILLCADE: Supercharged suicide stunts by dashing daredevils. Grandstand nightly 8 p.m. (except Oct. 11, 12, 19, 25). Matinees 2:30 p.m. Oct. 10, 14, 16, 18, 23, 24, 25. Two matinees Oct. 17 at 1 and 3 p.m.

MILLION-DOLLAR MIDWAY: Gayest, grandest, biggest, brightest fun zone in America. Dozens of rides and shows. Sensational new ROTOR thrill ride. Daring aerialists in free Magnolia Sky Revue, 2 and 7:30 p.m. daily.

DANCING WATERS: Colorful fountains caper rhythmically in kaleidoscopic aquatic ballet. Unusual European attraction. Direct from Radio City Music Hall in New York. Continuous on Midway.

SATURDAY NIGHT SHINDIG: Popular western music stars from WFAA. Shell 8 p.m. Oct. 10, 17, 24.

COTTON BOWL FOOTBALL

Oct. 10, TEXAS VS. OKLAHOMA, 2 p.m.
Oct. 12, MIDWESTERN VS. NAT'L UNIV. OF MEXICO, 8 p.m.
Oct. 17, SMU VS. RICE, 8 p.m.
Oct. 19, LINCOLN VS. PINE BLUFF, ARK., 2:30 p.m.
Oct. 19, WILEY VS. PRAIRIE VIEW, 8 p.m.
Oct. 22, FOREST VS. TECH, 8 p.m.
Oct. 23, ADAMSON VS. SO. OAK CLIFF, 8 p.m.
Oct. 24, SUNSET VS. NORTH DALLAS, 8 p.m.

LIVESTOCK AND POULTRY JUDGING

Oct. 10, Quarter horses, Jr. market turkeys. Oct. 11, Quarter horses. Oct. 12, sheep, Brahman and Santa Gertrudis cattle. Oct. 13, sheep, Hereford and Holstein cattle. Oct. 14, sheep, Quarter horses, Aberdeen-Angus and Guernsey cattle. Oct. 15, Angora goats, chickens, Jersey and Shorthorn cattle, Parade of Champions. Oct. 16, Quarter horses, cutting horse contest, breeding turkeys. Oct. 17, Quarter horses, cutting horse contest, cowboy range mount classes. Oct. 18, Quarter horses, cutting horse finals. Oct. 19, Jr. Dairy Show (Holsteins, Guernseys, Jerseys). Oct. 20, Milking Shorthorn cattle, Jr. Milking Shorthorns. Oct. 21, Jr. Sheep Show, Jr. market broilers. Oct. 22, Jr. steers and commercial steers. Oct. 23, Palomino horses, Shetland ponies. Oct. 24 and 25, Palominos and Shetlands.

FREE EXHIBITS

AGRICULTURAMA: Three-D presentation of Texas agriculture in diverse aspects emphasizing vital farm-ranch water re-

sources problems. Animated, dioramic depiction of rainfall cycle. Over 50 different agricultural products displayed in profusion. Agriculture Bldg.

ELECTRIC SHOW: Modern electrical household appliances, ranges, radios, TV sets, freezers, air-conditioners, dishwashers, lighting and laundry equipment, model kitchens. Displays and demonstrations. Electric Bldg.

AUTOMOBILE SHOW: The 37th Southwestern Automotive Exposition, one of largest in America. Over 250 models of cars and trucks. Cutaway displays, free shows. Famous Plymouth Kiltie Bagpipe Band. Automobile Bldg.

ANTIQUE AUTO SHOW: Nostalgic exhibition of ancient vehicles, from Stanley Steamer to Hupmobile. Tent adjacent to Auto Bldg.

NATURAL GAS SHOW: Four modern kitchens, from plans in McCall's Magazine. Ice makers, air conditioners, heating and laundry equipment, 33 different models of ranges. Free perfume bar. Natural Gas Bldg.

ALSO: General Exhibits Bldg., Science Bldg., Farm Implements, Women's Bldg., Telephone Exhibit, Aircraft Exhibit, King Ranch Exhibit, Museum of Fine Arts, Aquarium, Museum of Natural History, Hall of State, Health Museum.

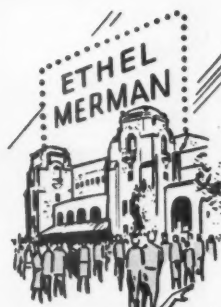
WOMEN'S DEPARTMENT

Prize-winning needlework, foods, hobby collections, antiques, miscellaneous arts. Duplicates of Mrs. Eisenhower's Inauguration jewels, rare tropical birds, flower arrangements, fine handicrafts by 25 nationally known artists. Texas Fashion Roundup, saluting Texas-created styles, 2 and 4 p.m. daily, free. Theatre Bldg. The Great Christi, free magic shows 1, 3, 5 p.m., tent behind Women's Bldg. Contests include speed crochet (Oct. 14), trim-a-hat (Oct. 15), Children's cake, cookie, Imagination (Oct. 16), cake contest (Oct. 19), corsage-making (Oct. 20), cake, pie, candy (Oct. 23). Rose and dahlia shows (Oct. 18), Negro flower show (Oct. 19). Garden Club Day (Oct. 20).

SPECIAL EVENTS

Oct. 10, Press-Radio-TV Day; Oct. 11, Antique Auto driving contests; Oct. 12, Mexico Day; Oct. 13, Music Festival Day, fireworks; Oct. 14, Dallas Day, fireworks, Rotary Day; Oct. 15, Crippled Children's Day; Oct. 16, Elementary School Day, fireworks; Oct. 17, Rural Youth Day; Oct. 18, Texas A&M System Day; Oct. 19, Negro Achievement Day; Oct. 20, East Texas Day, fireworks, Garden Club Day; Oct. 21, FHA Day; Oct. 23, High School Day; Oct. 24, Fort Worth Day, TSCW Day, state baton-twirling championships; Oct. 25, Cotton Bowl Religious Festival.

More than 200 other special days and events. The State Fair of Texas is the largest annual exposition in the United States and the world's biggest bargain for entertainment and education. Admission to fairgrounds, 60 cents and 30 cents for children under 12. For further information on any event, write State Fair of Texas, Dallas 10, Texas.



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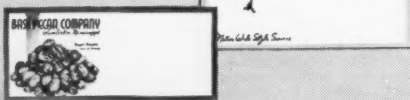
Tension knows the ingredients that make an envelope do an outstanding job—an envelope that's never "lost in the pile" . . . an envelope that increases prestige, arouses interest, intrigues the reader to open it and read your message.

To implement this knowledge, Tension maintains its own large art department, staffed by specialists in creative envelope design.

In addition: Tension offers you complete envelope design facilities to tailor the envelope itself to perform unusual tasks, save you time and money!

(A sample of Tension's Inventiveness is shown in the ad below)

TENSION ENVELOPE CORP.



TENSION INVENTIONS

ENVELOPES To Save
You Labor, Speed Service,
Help Prevent Mistakes!

SHORT CHANGED?

This Tension Envelope
Furnishes You A Record
For Your Files
While It's Out Collecting!



Here's an easy, low-cost way to collect small change when a customer's mail order doesn't quite "add up": It takes just a minute—and two quick changes of carbon—to write the customer's name on both flap and record tab, indicate the balance due and reason for the shortage. The tab tears off, goes in your file. The address on the flap shows through the window, saves extra typing, when you slip this envelope inside an "address-saver" envelope for mailing.

Your customer knows at a glance how much he owes—and why. A built-in coin pocket makes it convenient to return small coin payments. The name and address on the flap makes positive identification easy when the envelope returns.

Write for a sample today!



TENSION ENVELOPE CORPORATION

Fort Worth 12, Texas 5900 East Rosedale Phone: Lockwood 8311
In Dallas Call Riverside 3049 310 Southland Life Building Annex

New Members

(Continued from Page 26)

Lloyd A. Fry, Jr., Robert Fitch, Ronald Canaday, Jeff Caldwell, Bob Bradley.

Donahue Sales Corporation, 1703 Oak Lawn; Frank M. Donahue.

Dr. LeRoy J. Kleinsasser, 529 Medical Arts Building.

Kenneth H. Parker, Mortgage Loans & Insurance, 1302 Main.

Les G. Almon Company, 522 West Jefferson; Les G. Almon.

Aquarium Supply Company, 2420 North Haskell; Louis Greenberg.

Acme Photocopy Company, 1521 Commerce; Jesse Doty, Jr.

Speed Aircraft Supply Company, 8500 Cedar Springs; Raymond J. Speed.

Binyon-O'Keefe Storage Company, 2155 Oak Lawn; B. S. Singleton, B. E. Mills.

W. R. Goddard Enterprises, 18 Walnut Hill Village; W. R. Goddard.

C & H Transportation Company, P. O. Box 5976; M. E. Cookston, W. O. Harrington.

Bill Jones Aircraft, Ltd., 8207 Cedar Springs; Bill Jones.

Armo Drainage & Metal Products, 1820 Life of America Building; Leonard Kirby.

Ham-Tex Distributing Company, 500 South Central; Ernest Gerdes.

Ford's Carburetor Sales & Service, 8207 Cedar Springs; Orville E. Ford.

Stados Sales Company, 1821 Chestnut; Arnold N. Cavazos.

R. E. "Tim" Dahlin, 3431 Cedar Springs.

All Metals Fabricating & Engineering Company, Route 7, Coit Road; B. A. Banister.

Texas Ice Machine Company, 2918 Blackburn; B. Y. Colgin.

First National Mutual Life Insurance Company, 6923 Snider Plaza; J. P. Burrous.

David C. Pfeiffer, Consulting Engineer, 6918 Hillcrest; Mrs. David C. Pfeiffer, Paul R. Winston.

Vernon & James Smith Company, 2151 Fort Worth; Vernon S. Smith, James W. Smith, Mrs. Hoke Smith.

Bellows Manufacturing Company, 1017 North Central Expressway; F. E. Bellows.

Adams Magnolia Service Station, 7038 Snider Plaza; Joe M. Adams.

Vick-Addison Company, 1608

First National Bank Building; Ralph H. Shaw, Jr.

Shamrock Fence Company, 5734 Lovers Lane; R. P. McCaffery.

Walnut Hill Village Barbers, 144 Walnut Hill Village; H. T. Deaton.

Dr. Benjamin Barzune, Medical Arts Building.

Jim Garland Distributors, 1132 South Central Expressway; James A. Garland.

Parker Service Station, 5400 Preston; Fred Parker.

Dr. Harry M. Crawford, 4201 Herschel.

Duvall Williams Advertising Company, 3918 Harry Hines; Duvall Williams.

Hollywood Overhead Door, Inc., 5627 Yale; E. E. Pierce.

Thomas J. Bradley, Realtor, 5217 Ross.

Dr. Herman Ulevitch, 915 St. Joseph.

"Pete" Hawk, Henry S. Miller Company, 405 Southland Life Building.

Finance Operating Company, 1400 Irwin Keasler Building; W. Lee Moore, Jr.

Arnold Taylor, Inc., 209 Prather; Arnold Taylor.

Dallas Decorative Trades Association, 2613 Cedar Springs; Richard P. Markoff.

The Downtown Club of Dallas, 201 Texas Bank Building.

Forrest Dunlap Public Seating Company, 2126 Jackson; Forrest Dunlap, president.

Southern Display Arts, 2815 McKinney; Jack Heimbarger, owner.

Penny's Electric Company, 4534 Travis; D. C. Pendleton, owner.

Garay & Company, 1106 Commerce; Lou Lipman, manager.

J. E. Hanger, Inc., of Texas, 2016 North St. Paul; Wm. E. Findley, president.

Stammire's Display Studio, 1601 Cedar Springs; Raymond A. Stammire, owner.

Frank Oliver Advertising Arts, 1915 Elm; J. Frank Oliver, owner.

Xenophon S. Congas, 2804 Fairmount.

*

JOHN C. JAMIESON, former Pontiac zone manager in Dallas, has been promoted to assistant general sales manager of Pontiac Division of General Motors.

Television Turntables *Can Be* Beautiful



A modern television set deserves a modern table. Chevron tables, made in Dallas, are both beautiful and serviceable. They do not wobble or look makeshift.

Dealers can recommend Chevron tables to the most discriminating... because of their good looks.

Dealers can recommend Chevron tables to the careful buyer... because of their long serviceability.

Chevron tables come both with genuine mahogany wood or with the famous scratch-resistant Micarta top. Micarta looks just like wood finish.

Chevron tables are finished in mahogany and blonde with models for 17" and 21" sets.

Sold through distributors only

Call your distributor or phone us for information

CHEVRON TELEVISION TURNTABLES

Manufactured by

BROWN-ODELL WOODWORKING CO., INC.

1736 South Barry

Plant Phone TR-4349

Dallas, Texas

Downtown Office RA-7001

GEO. D. MCCLURE

JOHN W. MAYO

GENERAL INSURANCE MORTGAGE LOAN SERVICE

Geo. D. McClure
Agency

MAYO
Mortgage Co.

2222 No. Field

DALLAS

Phone RA-4161

Mr. Executive:

*Are You
Getting Reports
of Sales
or Costs
When You
Most Need
Them?*

TABULATING SERVICE OF DALLAS

SINCE 1946

Has the experienced employees, modern electric punched-card tabulating equipment, and the know-how to completely prepare your sales analyses, cost distributions, pay rolls, inventories, and other statistical or clerical reports promptly and accurately

Telephone Riverside 1409

FOR FREE ESTIMATES

710 North St. Paul

James A. Carpenter, Owner

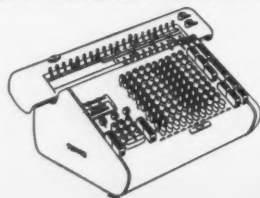
*Helping Build the Great
Southwest*

**Southern Union Gas
Company**

C. H. Zachry, President

Friden *fully-automatic*
CALCULATORS

THE THINKING MACHINE OF AMERICAN BUSINESS



Friden does more automatically
SALES • SERVICE • RENTALS

NEW FRIDENS PRICED \$400.00 AND UP

Friden Calculating Machine Agency

H. A. MEIERDING, Manager

Phone Victor 1656

3005 Gaston Avenue — Dallas

Fort Worth — Branches — Waco

"SERVING DALLAS IN OUR 60TH, YEAR"

*The family's
wishes are par-
amount, we try
to fulfill their
every desire,
regardless of
the cost.*



MRS. HARRIET HOUSE

ST-2187

SPARKMAN-BRAND Inc.

Morticians

ROSS AT PEARL



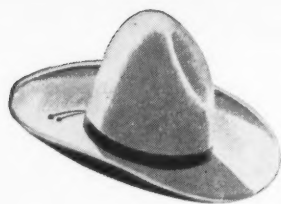
Honored on Birthday

John W. Carpenter, seated, board chairman of Southland Life Insurance Company, was honored on his seventy-second birthday, August 31 at a luncheon by the firm. Pictured with Mr. Carpenter and his birthday cake in the Skyroom of the home office are Mrs. Carpenter, and, left to right standing, President Dan C. Williams and Executive Vice President Ben H. Carpenter. During the ceremony, results of a record sales campaign were announced to Mr. Carpenter and Mr. Williams.



Opens Floral Shop

Seymour Carren, former horticulturist for the Dallas Park Department, has opened a new shop, Carren's Floraland, at 3928 Cedar Springs. There he will operate a complete retail flower and gift center and floral decoration service. Mr. Carren also proposes to start an industrial account plan, rendering service to firms, and being available for consultation on indoor parties, party decorations or regular weekly decorations. A free service is the White Clover Club, in which Mr. Carren notifies executives by postcard of anniversaries and birthdays. Among other activities, Mr. Carren is floral columnist for the *Dallas Morning News*.

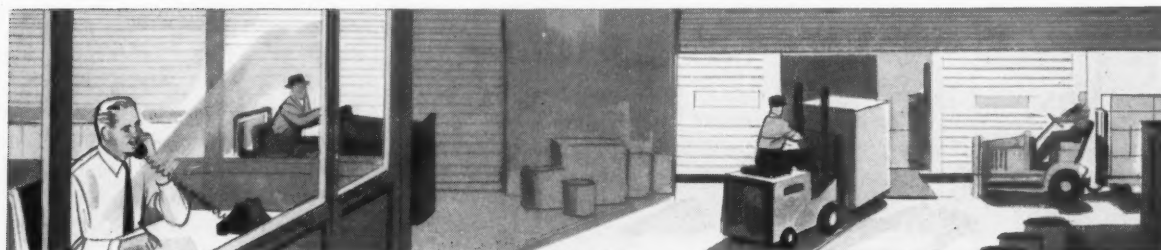
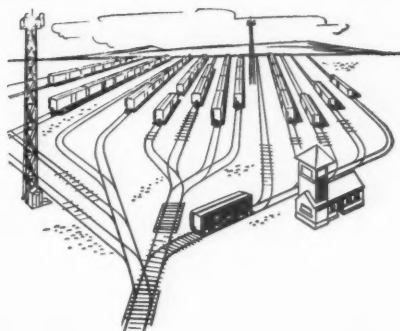


How KATY Speeds Your Shipments SOUTHWEST

From start to finish, your Katy shipments are processed, hauled and delivered safely, efficiently and on-time.

From powerful terminal hoists and lifts to the newest giant road diesels, Katy uses the latest modern equipment. The magic of Katy radio on-line, in yards and at terminals helps save you precious time-in-transit to deliver your goods just as you sent them. Scores of modern developments, including 100% dieselization, make Katy the Southwest's Main Supply Line.

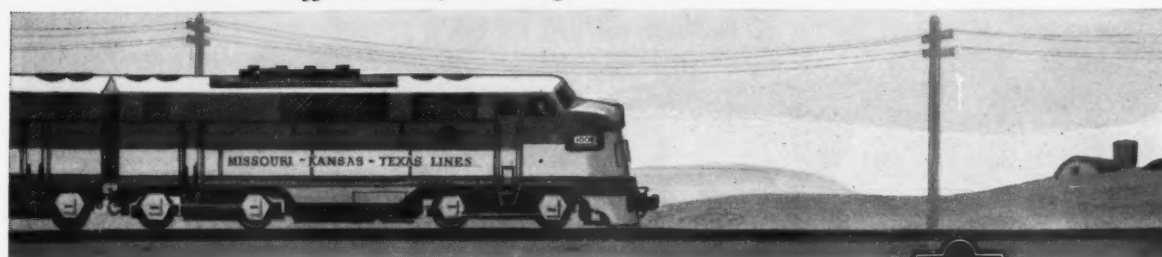
Let our friendly hat remind you to schedule your shipments via Katy Southwest.



faster, safer carloading



efficient yard operations



rapid on-line service

Your local Katy Representative will be glad to help you with your shipping problems—tell you more about Katy's modern freight service and how you'll benefit by shipping and traveling Katy, Southwest.



12b



BERGER
Reg. U.S. Pat. & Tm. Off.
STEEL FILING CABINETS

VERTICAL STEEL FILES

LETTER AND LEGAL SIZES
Fresh, new filing capacity will help speed up your office routine. These famous-make 4-drawer durable files offer all latest features. Choice of green, walnut, mahogany or platinum gray. Prices for letter or legal size, with or without locks:

VANCE K. MILLER COMPANY
OFFICE FURNITURE AND SUPPLIES
1916-18 MAIN STREET—DALLAS—RA-9091



WILLARD CROTTY INSURANCE
Chartered Property and Casualty Underwriter
Thomas Bldg. • Dallas, Texas • Phone RA-8427

WE HAVE NEVER PAID LESS

3% Insured Safety
Sound Management
Convenient
Maximum Return
Current Dividends

ON YOUR MONEY

AMERICAN SAVINGS AND LOAN ASSOCIATION
1713 COMMERCE STREET, DALLAS RIVERSIDE 4191




WHEN WE PAVE YOU SAVE!

ASPHALT

Our Asphalt Paving costs less - it lasts longer

Good Asphalt paving requires first-grade equipment, operated by experienced personnel who know paving construction. Texas Bitulithic have been meeting these requirements in the Southwest for over 45 years. Our Engineer Salesmen will be glad to consult you, without obligation, on your paving requirements. Be sure to see us first on your estimates.

TEXAS BITULITHIC COMPANY

2121 Irving Boulevard Phone Riverside 3531



Community Chest

(Continued from Page 25)

men and women cared for without becoming "believers"?

Mr. Clappitt's word picture of the agencies' work is just as impressive, in fact so impressive that his graphic stories about people served by the agencies have brought tears to the eyes of his listeners. Mr. Clappitt prepared for his imaginative tour by himself making personal visits to the agencies.

He tells about visiting a Chest-supported camp where he talked with a boy whose mother was a prisoner in the county jail.

"You are giving that boy a new start in life through the Chest," he tells his listeners.

He tells about four-year-old Barbara in a day nursery, who watched with big brown eyes while he visited.

"Then as I was leaving, she wrapped her arms around me and said, 'I wish my Daddy was coming back, but Mommy says he never will.'"

He tells about the blind man at the Lighthouse who told him, "You know, this has given me new life. I used to sit in the corner and listen to my wife leave for work. But now I've got a job, I'm earning money and I feel that I'm useful again."

He tells about Donna at Hope Cottage, so crippled from birth that it was thought that no one would want her.

"But there came a couple who asked 'Doesn't she need a mother and father, too?' And when Donna hobbled up on her crutches, the man took her on his lap. She put her arms around his neck and said, 'Are you going to be my Daddy?' And he was."

"I had two weeks of education on my visits to the agencies," said Mr. Clappitt, "education I couldn't have gotten any other way. And I know that the Community Chest is not volunteers, buildings, professional staff or campaign workers. The Community Chest is human beings, children who need medical care, boys and girls who need recreation, men and women who need training or counsel with their problems.

Yes, the Community Chest is a firm believer in seeing is believing—for the Chest becomes a human, personal thing to all who are shown how the agency services work unceasingly to bulwark our community's health and welfare for the good of all.

S. H. LYNCH & CO., Wholesalers
Gaston at Oakland, Dallas

If you like beer You'll Love Schlitz

*No harsh bitterness . . .
Just the kiss of the hops*

This dry and mellow beer . . . this beer of *matchless flavor* . . . is the world's largest seller.

Year after year more bottles and cans of Schlitz are bought—*millions more*—than of any other beer. This popularity is the result of the most conclusive taste test in beer history.

Next time you pack *your* gear, pack Schlitz in the handy 6-Paks.



Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



The Beer that Made Milwaukee Famous



ON TV EVERY WEEK—The popular
"SCHLITZ PLAYHOUSE OF STARS." See
your newspaper for time and station.

First in Sales



Off to College!

This fall many young people will go to college, thanks to the foresight of their parents who have recognized the necessity of higher education in the world today. Unfortunately, despite the fact that their parents had hoped to send them, there will be some young people who will not be able to go to college this fall.

Don't let this happen to your children. Your Southland Representative can show you how to make sure there will be funds for their college educations... regardless of what happens between now and the time they come of college age. Call him and he will be glad to explain Southland's plan to you fully.

ASSETS OVER \$158,000,000
Insurance in Force Over \$760,000,000
Paid to Policyholders and Beneficiaries
Over \$109,000,000

"Serving Since 1908"

SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE • DALLAS, TEXAS

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

RESIDENTIAL - COMMERCIAL - INDUSTRIAL



AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS

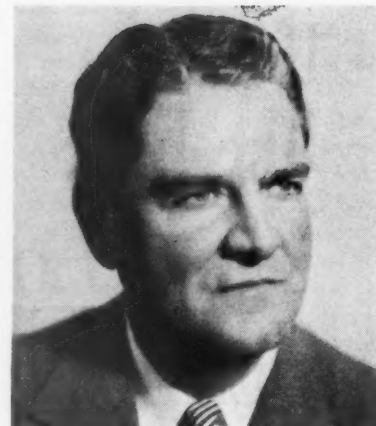


DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

Phone 5Terling 4451



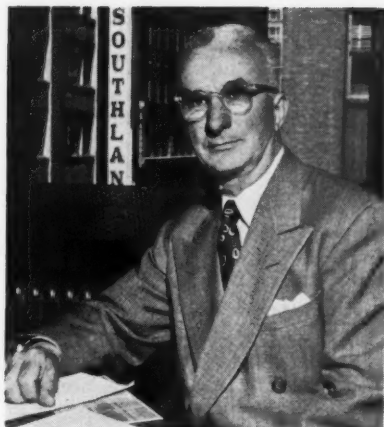
Installed by Realtors

L. Storey Stemmons, realtor and industrial developer, has been installed as president of the Dallas Real Estate Board. Other new officers are W. C. (Dub) Miller, first vice president; Howell H. Watson, second vice president, and Harold F. Carmichael, secretary-treasurer. They were installed at a banquet and dance September 17 in the Baker Hotel's Crystal Ballroom.



Heads Executives' Secretaries

Mrs. Elva Patterson is 1953 president of the Dallas Chapter of Executives' Secretaries, Inc. She is also on the organization's national board. For 15 years Mrs. Patterson has been secretary to District Manager Jack H. Bowman of Firestone Tire and Rubber Company. Executives' secretaries, a non-competitive organization patterned after Rotary International, is composed of secretaries of top business executives. The Dallas Chapter was chartered December 14, 1951, and has a membership of 38. Mrs. Patterson is leading a move to organize a chapter in Fort Worth.



Named to State Post

C. F. McAuliff, co-owner, vice president and purchasing agent of Texas Tie & Timber Company, has been appointed chairman of the reorganized State Board of Control by Governor Allan Shivers. Mr. McAuliff will serve for six years. The board serves as the state's purchasing agent and is responsible for about \$60,000,000 of buying a year. The new appointee is a charter member of the Purchasing Agents Association of Dallas and has served as both president of that organization and as vice president of the National Association of Purchasing Agents. He has been a member of the board of directors of *The Southwestern Purchaser* magazine since 1921.

★

Nine Dallasites have been named to the state advisory committee for the 1954 March of Dimes Campaign in Texas by GENERAL ROBERT J. SMITH of Dallas, campaign chairman. They are SHERIFF BILL DECKER, MRS. FANNIE GORDON, HAROLD W. LEWMAN, HERBERT MARCUS, JR., MRS. R. L. MATHIS, TOM McHALE, COLONEL E. O. RUSHING, CHARLES E. SIMONS and DAVID E. WACKER.

★

W. H. COLEMAN, executive vice president of United American Insurance Company, has won the highest rating in the nation on a major examination paper submitted to the Life Office Management Association of New York.

★

ROY F. CARLSON has joined the staff of the Division of Production of the American Petroleum Institute in Dallas as assistant to the director. Mr. Carlson has been with the *Oil & Gas Journal* editorial staff.



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS

First

- First in style
- First in value
- First in sales

More men wear HAGGAR SLACKS
than any other brand...



HAGGAR COMPANY • DALLAS, TEXAS





Frances Myers

By Martha Hand

"COME OUT to the fair and work for a month. We need you," said Harry L. Seay to Mrs. Frances Myers.

The day was September 15, 1939, and Mr. Seay was then president of the State Fair of Texas.

Whatever Mrs. Myers envisioned from hearing the State Fair called the "Playground of the Southwest," she soon changed her mind.

For she was to discover that although it is fun to work at the fair, it is never play.

Opening day that year was October 7. And the month prior was hectic. This was to be the first fair since 1934 when the annual exposition shut down to make way for the Centennial and the Pan-American Exposition.

It was a new experience for the seasoned staff and a revelation to Frances Myers who was to be private secretary to Mr. Seay.

"The first week took me by surprise. I found that I was to get letters off to United States Government officials, Army personnel, state officials, diplomats of some foreign countries, city and county officials, colleges, chambers of commerce, livestock associations, exhibitors of many breeds of cattle, sheep and goats, swine, poultry, horses, farm implements and other machinery, art, needlework, handicraft, foods, hobbies, to name a few," said Mrs. Myers.

It was her job also, to type most of the contracts, handle correspondence on the big livestock shows, mail out thousands of invitations and passes to the fair.

Mr. Seay drew no salary but he put in long hours on the fair and he expected his staff to keep up with him," she explained.

The 1939 fair was a financial success.

Mrs. Myers stayed. And so it happened that the month grew into years until on

September 15 of this year she celebrated her fifteenth anniversary, second in years of service only to veterans Bowen Cox, secretary of the Fair, and Fred Tennant, Jr., superintendent of Midway and Concessions.

She stayed on with the skeleton staff when the large exhibit buildings on the grounds were rented for federal government offices and the fair's activities halted during the war.

Mrs. Myers vividly recalls the day in February, 1942, when fire destroyed the big automobile building which had been built in 1922. It couldn't be replaced until after the war.

And then there was the time when if it hadn't been for Frances Myers, a queen would have gone uncrowned.

The crowning ceremony had begun when someone discovered there was no crown. Mrs. Myers had a piece of gold wrapping paper tucked away in a drawer. She grabbed it, wrapped it around a bit of cardboard and created what may be the speediest-fashioned crown in history. Later the beauty queen was sent the real McCoy.

Mr. Seay resigned after many years as president and the late W. H. Hitzelberger became Mrs. Myers' boss in 1946 when he became the fair's first full-time, salaried general manager.

As Mr. Hitzelberger's secretary, Mrs. Myers was for the second time in on the hectic scramble to get the fair open after a lapse of inactive years.

When Mr. Hitzelberger left in April, 1950, to become a vice president of the Republic National Bank, James H. Stewart was elected vice president and general manager.

Back of Mr. Stewart when he took over the fair's reins was a reputation as one of the most able and popular figures in college athletics in Texas. He had been for five successful years executive secretary of the Southwest Athletic Conference.

"I have never seen a natural born leader more capable of getting the best of work from everybody without being one bit dictatorial or tense," says Mrs. Myers.

The staff has grown. But so has the fair. And so have Mrs. Myers' duties. And what she says of her boss is also true of Frances Myers who faces the mad rush of pre-fair and the 16 days of the exposition with the efficiency born of a calm, friendly attitude.

Summing it up, Mrs. Myers says:

"As Mr. Thornton (R. L. Thornton), who has been president for six years, says, 'nowhere in the world can you see so much and have so much fun for 60 cents.'"

We're 49ers in Dallas

Since 1904 we've been
serving Dallas and the
Southwest with the best
in METAL PRODUCTS.

- Metal Stock and
Wagon Tanks
- "VARIETEE" Coin
Beverage Vendors
- Power Mowers

DESIGNERS and
FABRICATORS

ATLAS METAL WORKS

ESTABLISHED 1904

BOUDE STOREY, President

818 SINGLETON BLVD.

DALLAS, TEXAS

Fully-Paid Investment Certificates Issued

\$100 to \$10,000

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D.C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET RI-5103



Assistant Vice President

George R. Cole is a new assistant vice president and director of group insurance for Southland Life Insurance Company, while Arthur B. Wegeforth continues as manager of the group department. Mr. Cole, his wife and two children will move to Dallas from Houston, where he was regional manager for the company's group activities.

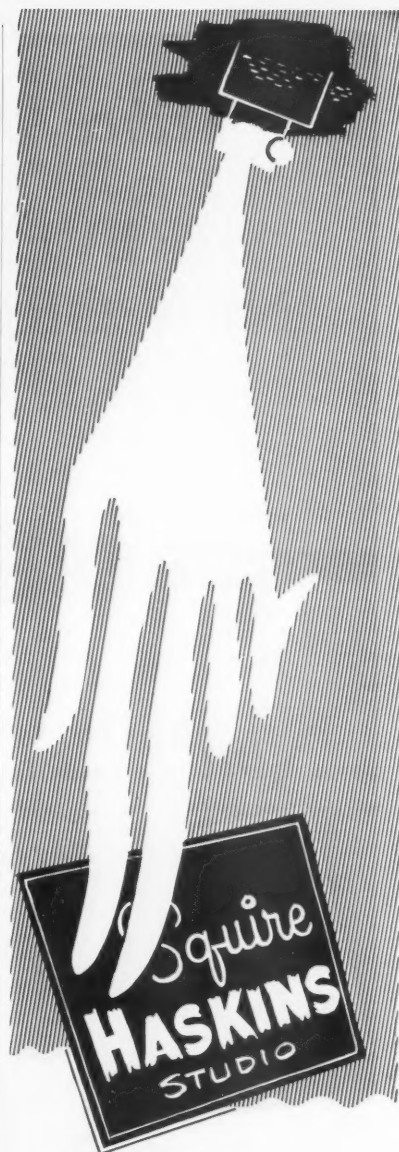


Named Packard Manager

P. B. Johnston has been appointed manager of Packard Motor Car Company's Dallas zone office. Mr. Johnston has been in the automobile business 20 years. He was formerly assistant zone manager at Kansas City, Mo.

★

THEO P. BEASLEY, president of Republic National Life Insurance Company, has been appointed a member of the Y.M.C.A. World's Committee. The committee consists of 15 representatives from the United States to the World Alliance of Y.M.C.A's. Mr. Beasley is president of the board of directors of the Dallas Y's and is active in area and national Y.M.C.A. work.



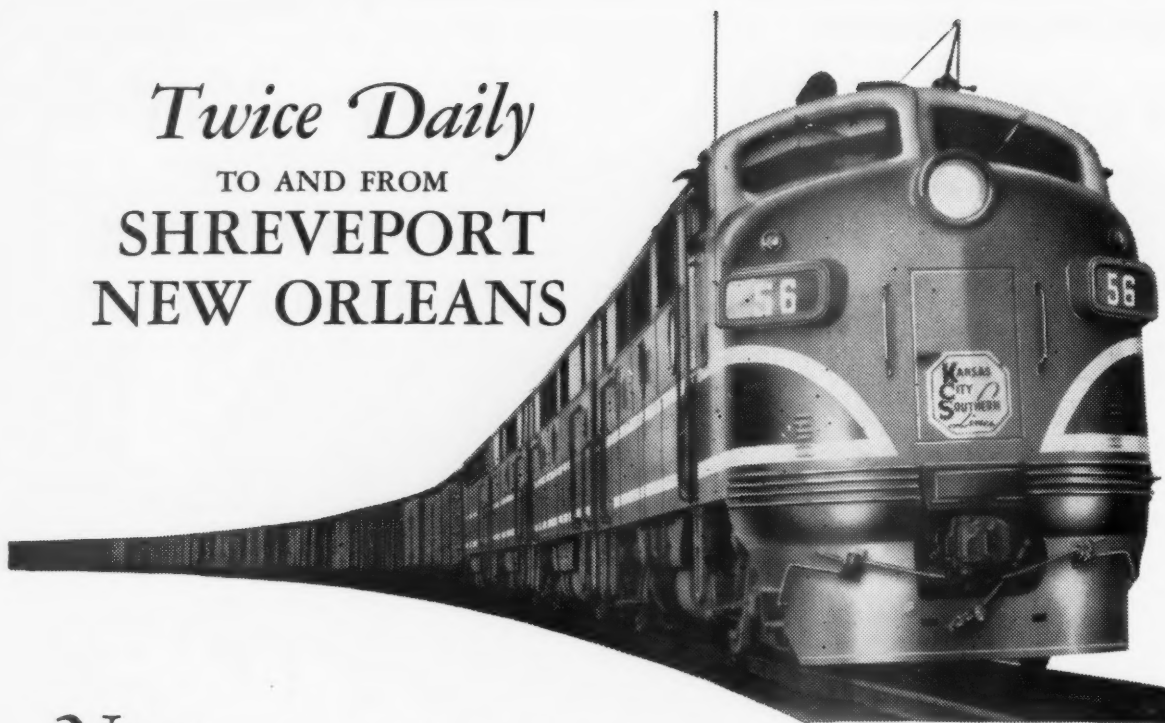
*Put your finger on
the best photography*

Your selling job is made easier
by using our photographic service
... prompt delivery.

- PORTRAITURE
- PUBLICITY AND NEWS
- ILLUSTRATIVE
- ARCHITECTURAL
- FASHION
- AERIAL

SQUIRE HASKINS
Tel. ST-3223 - ST-3010
2014 1/2 Commerce

Twice Daily
TO AND FROM
SHREVEPORT
NEW ORLEANS



Now... our fast, dieselized freight service is twice daily each way between Dallas and New Orleans, assuring early morning and early afternoon deliveries to industries and connections at Dallas, and early morning and afternoon arrivals for shippers and connections at Shreveport and New Orleans.



*The RUSH ROUTE to and from
the MIDWEST and the SOUTH,
ALABAMA, GEORGIA,
MISSISSIPPI and the SOUTH-
EAST!*

H. R. WHITING
District Freight Agent

G. R. MARYE
General Agent

G. E. CONDRAY
Commercial Agent

1107 SOUTHLAND BLDG. ANNEX



RIVERSIDE 9234



Heads Printers

Clarence Akers has been named president of the Dallas Club of Printing House Craftsmen. Mr. Akers is Monotype department foreman for the Egan Company. Other new officers are Mike Evans of Evans Printing & Poster Company, vice president, and Robert Stovall of Jaggars-Chiles-Stovall, Typographers, secretary-treasurer.



Accountants' President

James H. Finley, assistant comptroller of the Oil Well Supply Division of U. S. Steel Company, has been elected president of the Dallas Chapter of the National Association of Cost Accountants. Mr. Finley is a native Texan. He has been with Oil Well Supply Company since 1938 and has been an officer in the Dallas chapter several years. Elected with him were W. B. Britt, the McBee Company, and Numa Livaudias, Felt & Tarrant Manufacturing Company, vice presidents; Cecil Ussery, Harben-Spotts Printers, secretary; Jack Walton, assistant secretary, and B. Reid Yeager, Geotechnical Corporation, treasurer.

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY
INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

**1315
Pacific
Ave.**

Why not use our conference room—seating up to 25? Telephone STerling 3361 for information.

**Between
Field &
Akard Sts.**

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RA-7660

SAND BLASTING

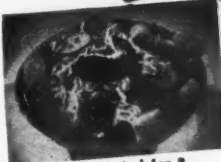
STEAM CLEANING

SIDEWALK WASHING

Saladmaster
PERFORMS MIRACLES WITH FOODS

Chops
Peels
Waffles
Slices
Crumbs
Shreds
Strings
Grates

Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Tossed Salad for 8
in 60 seconds! Every
bite perfectly cut.
Also delicious French Fries!

Complete with 5 mirror
like CUTTING CONES
RECIPES and INSTRUCTIONS
Only \$29.95 Higher
outside United States
Postage paid if check sent
with order

**SOONER or LATER
YOU'LL OWN A Saladmaster
WHY NOT NOW!**

Perfect for the Business Man whose hobby is cooking or the Hostess who delights in serving delicate, beautifully cut salads. You'll thrill at the marvels of this truly amazing and very useful, wonder machine. It's completely chrome-plated with blades of 20-gauge, cold-rolled steel which will be replaced free if they rust, dull or stain within ten years. Saladmaster is easy to operate at amazing speed and easy to clean. **GUARANTEED IN WRITING FOR TEN YEARS.** Beautiful 9-piece Salad Bowl Set **FREE** for privilege of 10 minute home demonstration. Call PR-4238 for yours—**TODAY!**

SALADMASTER SALES, Inc. — 131-9D Howell St., DALLAS

Chamber Shows Convenience Of Love Field

The two color card reproduced below is part of the Dallas Chamber of Commerce campaign to advertise the convenience and advantages of Love Field. Copies of this card will be in all Dallas hotel rooms and are also being distributed to business firms. If you can use these cards, contact Andy DeShong, manager of the aviation department of the Dallas Chamber of Commerce.

Transport Drivers Get Safety Awards

Ray Smith Transport Company this month awarded more than \$20,000 to 34 company drivers in recognition of their safety records during the past year.

The awards were given drivers observing the rules of safety, safe driving and care of equipment.

Awards were presented at the company's annual picnic.

Two of the drivers, W. C. Mason and R. W. Smith, completed more than 1,000,000 miles in seven years without a chargeable accident or major overhaul necessary to their trucks, and were given awards of \$700 each.

J. R. Scott, who has an accident-free record of 546,589 miles in six years, received \$600; A. L. Ayres, with 432,000 accident-free miles in five years received \$500, and three drivers, C. M. Shuttlesworth, A. C. Motley and H. Isaacs, with a total of more than a million miles in four years, received \$400 each.

Five men with three-year records received \$300 each, nine men with two-year records received \$250 each, and 13 drivers with one-year records received \$150 each.

Fisher Will Modernize Building on McKinney

The three-story brick building at Harwood and McKinney, formerly occupied by the Bureau of Internal Revenue, has been bought by the Fisher Building Corporation, J. N. Fisher, president.

Amount paid was believed about \$500,000 and extensive improvements will bring the total replacement value to more than \$1,000,000, Mr. Fisher has estimated.

Among the improvements planned are complete modernization of the entire building, to include a new passenger elevator, year-round air conditioning, new plumbing and lighting, acoustical ceilings and asphalt tile floors.

Work on the building will start when work is completed on the former Liberty National Bank Building at Oklahoma City, also bought by the Fisher Corporation.

The building at Harwood and McKinney was originally built for Buick Motors' Dallas zone offices. It contains 55,000 square feet, fronts 280 feet on McKinney, 160 feet on Olive and 125 feet on North Harwood, and contains parking space for about 80 cars.



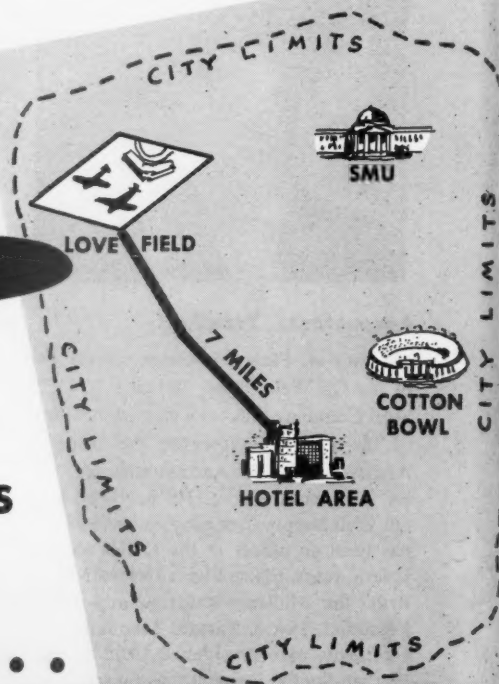
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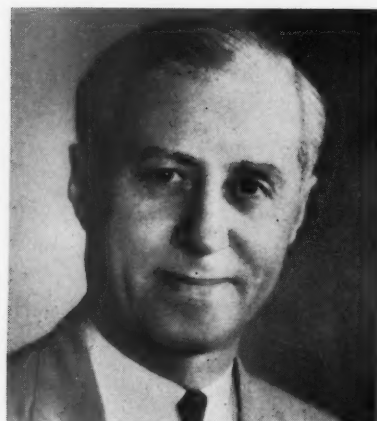
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Norman Handel, formerly with Halle Bros. department store in Cleveland, Ohio, is now divisional merchandise manager for A. Harris & Company. During 17 years with the Cleveland store, Mr. Handel held various merchandising positions. He served as manager for all ready-to-wear departments the last six years.

★

MARVIN M. LILLARD, a graduate of Southern Methodist University, has joined the Dallas agency staff of Great National Life Insurance Company.

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Pres-To-Line Distributor

Fred A. Ernst, regional sales manager for Thomas A. Edison since 1950, has been appointed distributor for Pres-to-Line Corporation of America for Northern Texas and Oklahoma. Offices have been established at 212 Empire Bank Building in Dallas and at 708 Hemphill in Fort Worth. Mr. Ernst, member of the Junior Chamber of Commerce and Kiwanis Clubs, is well acquainted among Dallas business and civic leaders.

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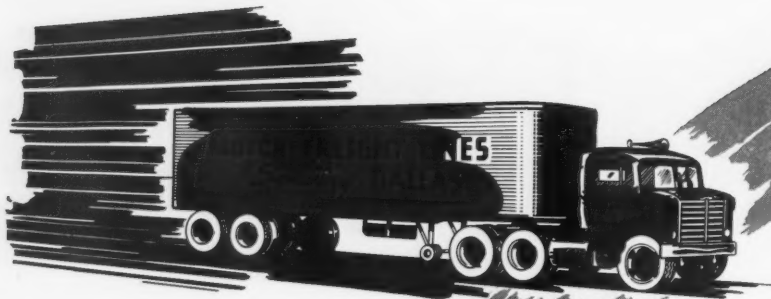
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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

Gray Company, Inc., Earl L. Niederloh, Grayco Square, Minneapolis 13, Minnesota, is looking for a manufacturer's agent to handle its industrial line of lubrication, paint handling, and general pumping equipment in this area.

Curta Sales, Inc., William M. Monahans, 3851 West Madison Street, Chicago 24, Illinois, manufacturers of business calculators, desires to contact dealers interested in handling its product in this area.

The Atlas Mineral Products Company, Kenneth T. Snyder, Mertztown, Pennsylvania, is seeking representation in this area for its line of acid proof cements, rubber linings and protective coatings.

Rite-Way Specialty Manufacturing, Harvey E. Newton, 1453 Fifth Street, Santa Monica, California, manufacturers of pole sockets, base shoe corners and other wooden items, desires representation in this area.

Precision Spinning Company, Inc., B. M. Stephanus, 12915 East Marginal Way, Seattle 88, Washington, would like to contact a manufacturer's representative who calls on the hardware trade in this area.

L. P. Bradley, Jr., Office Systems, L. P. Bradley, Jr., 2328 Rockdale Avenue, Normandy 21, Missouri, is seeking a manufacturer's agent who contacts the stationery and supply wholesalers in this area.

Usco Power Equipment Corporation, Fred Henning, P. O. Box 629, Birmingham 1, Alabama, designers and manufacturers of high-voltage switches and power connectors, is interested in locating a sales agent for this area who handles complementary lines.

DALLAS • SEPTEMBER, 1953

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WFAA-TV Boosts Power. Five huge new transmitter units put in service by WFAA-TV will "insure the best television picture in the Dallas-Fort Worth area," station engineers predicted. The big units, manufactured by the Dumont factory in New Jersey, caused the loss of only four hours broadcast time while being installed. Work of installing was supervised by William C. Ellis, chief engineer for *Dallas Morning News* broadcast properties, and George Krutilek, engineering supervisor for Channel 8.

Continental Starts New Type Bus Fleet

A new fleet of 40 modern motor coaches, equipped with a radical new type of coach body suspension, has been put into service at Dallas, by Continental Trailways Bus System, according to M. E. Moore, president of the nation-wide system.

The new type motor coaches use a cushion of air for body suspension instead of metal springs.

The new coaches will carry 41 passengers and will include large picture windows six feet in width. They also include improvements in ventilation and air conditioning.

The new coaches will operate out of Dallas on routes to New York City, Charlotte, N. C., Raleigh, N. C., and Miami, Fla.

The firm president pointed out that the new coaches will allow passengers to read while riding without any discomfort.

*

Realty Firm Relocates. O. H. Vickery & Sons, Oak Cliff realty firm, has moved its quarters to 1915 Beckley, one block from its former location. The new office has 868 square feet of floor space. It is completely modern, including air conditioning and central heating.



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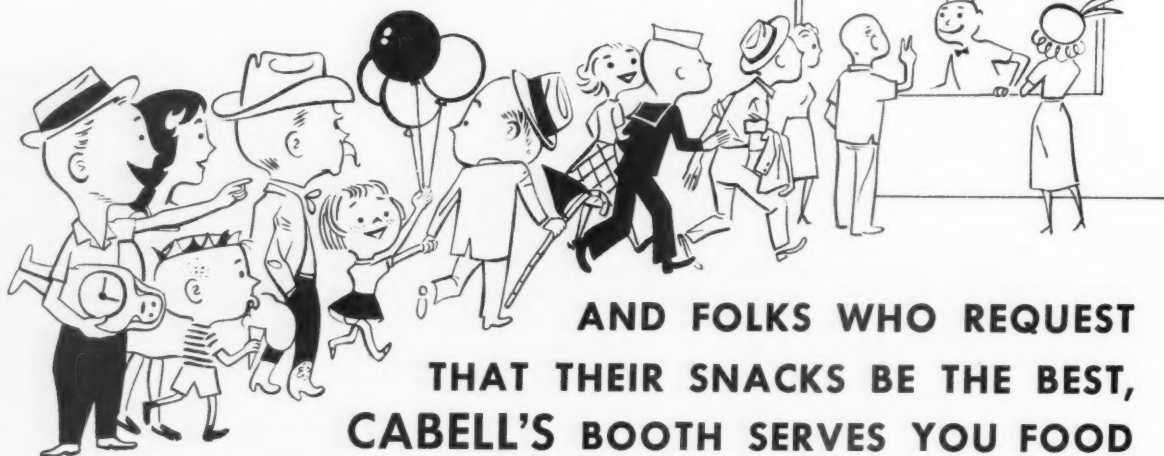
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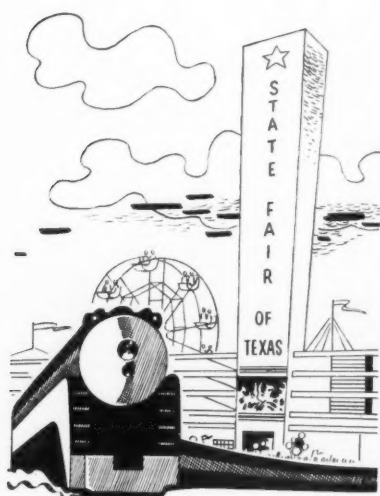
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THAT THEIR SNACKS BE THE BEST,
CABELL'S BOOTH SERVES YOU FOOD
THAT'S CLEAN, WHOLESOME AND GOOD!**

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CAMPBELL BUCHANAN

British Airline Opens Five-State Office Here

British Overseas Airways Corporation has opened a five-state sales and reservations office in Dallas at 512 Cotton Exchange Building.

A. Campbell Buchanan heads the new office as district sales manager with a sales and clerical staff of four to assist him. Mr. Buchanan previously served as New Jersey sales representative for B.O.A.C. at East Orange.

The new office will be headquarters for a sales area comprising Texas, Oklahoma, Arkansas, New Mexico and Louisiana with the exception of New Orleans. Population of this area is more than 14,500,000.

The airline operates a worldwide network of routes. It maintains regular services from New York, Boston and Montreal to Glasgow and London and from New York to Bermuda, Nassau and Jamaica. B.O.A.C. also flies from Miami to Nassau, Havana and Jamaica and from West Palm Beach, Florida, to the Grand Bahamas and Nassau.

The Dallas office also will handle bookings for B.O.A.C.'s various associate airlines, including British Commonwealth Pacific Airlines, Qantas Empire Airways, Tasman Empire Airways and British European Airways.

Mr. Buchanan, a native of Glasgow, Scotland, served as a lieutenant with the British Royal Navy during World War II.

Jasper Lynch, who has been with British Overseas Airways in New York for the past three years, is the sales representative for Dallas.

★

HARRY BLEDSOE, formerly assistant sales manager for Nichols Brothers Motors, has been named service manager.

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Look at Dallas. See how much its welfare depends on busy men—who are never too busy to do something extra for the Community Chest, the Red Cross or some other worthwhile community activity.

DALLAS is published for busy businessmen. They read this publication to find out what is going on in Dallas — how our city is building — what is making it grow — what its civic leaders are doing to push Dallas forward.

Yes — the busiest men in this town read DALLAS every month. That's why DALLAS Advertisers get results — that's why DALLAS helps close sales. That's why more and more progressive advertisers are using —

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Advertising Manager

Business Magazine of America's
Number One Region of
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Dallas PIONEERS



Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter Company
White Swan Fine Foods

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Lyon-Gray Lumber Company
Experienced Retailers of
Building Materials

1876 Trezevant & Cochran
Insurance General Agents

1885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S. Henson, Inc.
Advertising Printing

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1892 The Egan Company
Printing, Lithographing, and
Embossed Labels



HIGH fedoras and derbies were standard masculine attire about 40 years ago when the above photograph was snapped at the Texas State Fair. While shirtwaists and full-width and length dresses were somewhat less daring and revealing than feminine apparel of the present day. In those pre-super highway days thousands of visitors converged on Dallas every year by excursion trains, and the Model "T" seen dimly in the background was emerging as a means of transportation. Even in that period Sangers had been serving Dallas and the Southwest for more than half a century. In November, 1857, the first Sanger Store had opened in McKinney, where Isaac Sanger had traveled from New Orleans by stagecoach. Four other brothers followed him and later stores were opened at Weatherford and Decatur and the railhead town of Millican in Brazos County. As the H. & T. C. moved northward other stores were established at Bryan, Hearne, Calvert, Kosse, Bremond, Groesbeck and Corsicana. In 1872, Sangers opened a store in Dallas on Court House Square. Today, in their eighty-second year in Dallas, Sanger Brothers, under Henry X. Salzberger as president, is part of the national group of Federated Stores which links this pioneer Texas merchandising name with such institutions as Filenes of Boston, Bloomingdales of New York, Abraham & Straus of Brooklyn, and other pioneer retailers.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum & Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1903 Republic Insurance Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm,
Radio Patrol Service

1906 Geo. W. Works and Company
Realtors — Insurers

1907 Tennessee Dairies, Inc.
Gold Seal Dairy Products

1910 Red Bryan's Smokehouse
Barbecued Meats

1911 Graham-Brown Shoe Company
Manufacturing
Wholesalers





...is the reward
for a successfully
designed
office interior

When you speak to your clients about new and progressive methods, be sure that your own office interior reflects the progressive trend. To be highly successful, your office interior should be planned around your own personal likes and dislikes. Carpets, draperies and upholstery should reflect your own personality, and provide a setting that presents you at your best.

A conversational area as a part of, or connected with your private office serves for informal chats with your clients or staff members. You'll find that getting out from behind a desk and sitting comfortably in adjoining chairs or sofa often changes the entire course of an interview.

Executive office layout for your approval — no obligation.

Let a Clarke and Courts representative and an Office Design Coordinator call on you to help you create a highly successful office interior. There's no obligation for this service, just phone your nearest Clarke and Courts outlet.



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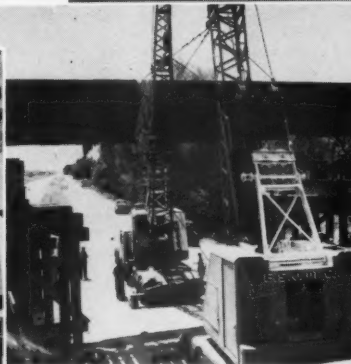
Branches in HOUSTON, DALLAS, BEAUMONT, HARLINGEN, GALVESTON and LAFAYETTE

MORE TO SEE IN '53!

The State Fair of Texas puts up bigger and better things. The biggest attraction is "TEX" . . . ably erected by Oldt cranes. F. S. Oldt Company equipment handles the BIG jobs in Texas. For construction and dismantling, for emergency accidents of airplanes, locomotives, trucks, for clearing, digging, leveling anything . . . Oldt motor cranes, draglines, trenchers, dozers, shovels are **FIRST CHOICE** in the Southwest. "To *move* something BIG — use Oldt equipment!"



A recent BIG job by F. S. Oldt Company was erecting a traveler crane for the American Bridge Company working on new Republic Bank Building in Dallas.



Center, 100-ft. transfer of 42-ton railroad girder span was made by Oldt Motor Crane in 1½ hours . . . without loss of service to Texas & Pacific trains. Above, latest BIG job for Oldt cranes was moving 27-ton pile driver assembly for Raymond Concrete Pile Company, New York, building new hotel in Tyler.



"Where there is BIG building . . . there is OLDT equipment!"

F. S.



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It's good to know that there will soon be a Dallas Statler. Your coming is tangible evidence of growth and progress . . . another forward step for Dallas and the Southwest. Naturally, Mercantile men and women are pleased. For we learned long ago that banks are very much a part of all business . . . that any-

thing which benefits Dallas also helps us. Completion of the new Statler will bring more people here from all parts of the Nation. It will enable us to provide more and better entertainment . . . further establish Dallas as the good and gracious host we want it to be. So "full speed ahead" with your construction.



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